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ABSTRACT

This document is intended to inform NCHEMS constituents and other interested persons about the results of the Higher Education Outcome Measures Identification Study (OMIS) conducted by the National Center for Higher Education Management Systems at WICHE in spring 1974. The purpose of the study was to help practitioners and researchers gain a better understanding of the outcome information important to different decision makers and accessible to them. It was intended also to assist in identifying a set of outcome measures for which data acquisition procedures need to be developed. The basic methodology used in the study was a self-reported questionnaire administered through the mail. The sample of persons surveyed included top-level college administrators and state-level decision makers. Their responses to the questionnaire were analyzed using descriptive statistical techniques and are shown in descriptive tables in this paper. It should be noted that while the descriptive summaries of the data represent the input of a large number of decision makers, in no way should they be viewed as standards. The document covers: the design of the study; administration of the questionnaire; response rates to the questionnaire; results of the study; concluding comments and references. Appendices include copies of the introductory letters, institutions involved in the study, and additional tabular displays of the survey responses. (Author/PG)

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THE HIGHER EDUCATION OUTCOME MEASURES IDENTIFICATION STUDY

A Descriptive Summary

THE HIGHER EDUCATION OUTCOME MEASURES IDENTIFICATION STUDY

A Descriptive Summary

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November 1974

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PREFACE

This document is intended to inform NCHEMS constituents and other interested persons about the results of the Higher Education Outcome Measures Identification Study (OMIS) conducted by the National Center for Higher Education Management Systems at WICHE in Spring 1974. The purpose of the study was to help practitioners and researchers gain a better understanding of the outcome information important to different decision makers and accessible to them. It was intended also to assist in identifying a set of outcome measures for which data acquisition procedures need to be developed.

The basic methodology used in the study was a self-report questionnaire administered through the mail. The sample of persons surveyed included top-level college administrators and state-level decision makers. Their responses to the questionnaire were analyzed using descriptive statistical techniques and are shown in descriptive tables in this paper. It should be noted that while the descriptive summaries of the data represent the input of a large number of decision makers, in no way should they be viewed as standards.

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THE HIGHER EDUCATION OUTCOME MEASURES IDENTIFICATION STUDY

INTRODUCTION

Most decision makers concerned with higher education today have recognized that for the planning and management process to be effective, it must be based not only on information about inputs, activities, and costs, but also must take into consideration information about the outcomes or results of educational programs. While these decision makers have acquired this awareness, they are equally aware of the complexity of the problems associated with identifying and measuring the outcomes of higher education and then using this information for planning, management, and accountability purposes.

In response to the need for outcome information and to the problems encountered in obtaining and using such information, the National Center for Higher Education Management Systems (NCHEMS) established the Outcomes of Postsecondary Education Project. The Outcomes Project rests on the premise that three needs must be met if outcomes information is to be effectively incorporated in postsecondary education planning and management:

1. The need to provide a comprehensive picture of the outcomes of postsecondary education and to develop the capability to measure them.

2. The need to provide a structure for organizing outcomes information as a prerequisite for analysis and communication.

3. The need to develop analytic procedures for applying this information to particular planning and management problems.

One of the major activities of the Project designed to meet these needs has been the development of the "Inventory of Higher Education Outcome Variables and Measures" (Micek and Wallhaus, 1973). This inventory lists and describes a wide array of higher education outcomes and suggests potential measures or proxy measures for them. As the Project staff have worked on the problem of obtaining and using higher education outcome information, a primary concern has been identifying the particular outcomes and associated measures that are most important to different types and levels of decision makers. Obviously, this concern is a valid one, given the different planning and management responsibilities of the various decision makers.

The Higher Education Outcome Measures Identification Study was initiated to address this concern. The objectives of the study were:

1. To learn what outcome information different decision makers need for their decision-making responsibilities.

2. To learn what outcome information currently is available to them.

3. To identify a high priority list of outcome measures for which data acquisition procedures need to be developed.

The purpose of this paper is to summarize the procedures used in the study and highlight some results of the study. A brief discussion of how the results of the study will be used in the Outcomes project also is presented.

Design of the Study

The Higher Education Outcome Measures Identification Study (OMIS) was conducted in two phases: a pilot test and a full-scale survey. The purpose of the pilot-test phase was threefold. First, it was designed to gain an initial perspective, prior to the full-scale study, of the outcome measures different decision makers need. Second, it was carried out to help identify additional outcome measures that might have been overlooked in developing the list of measures included in the pilot test survey questionnaire. Finally, it was initiated to improve the OMIS survey procedures so the full-scale survey could be implemented smoothly.

In the pilot test, questionnaires were sent to a small sample of college administrators (including college presidents and top-level administrators for academic affairs, student affairs, and budget and finance), and a small sample of state-level decision makers (including statewide planners and state legislators). The results of the pilot survey are contained in a Preliminary Summary of the Higher Education Outcome Measures Identification Study Pilot Test (Micek, 1973).

As a result of the pilot test, two changes were made in the full-scale OMIS. First, in the earlier questionnaire, legislators were asked to decide the extent to which they needed each outcome measure relative to their decision-making responsibilities concerning: community colleges, four-year colleges, and universities.* Thus, each question or item was essentially three items for

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*This kind of inquiry was based on the belief that state legislators make separate decisions relative to the different kinds of institutions. As a result, it was felt that they also might need different outcome measures for the different kinds of institutions.

the legislators. It was found, however, that there were few differences in their responses for the various types of institutions. For that reason, the three-part approach in the legislators' pilot test questionnaire was not maintained in the full-scale study. The other major change in the survey questionnaire used in the full-scale study was the addition of a second question for each outcome measure. This question was designed to determine whether a respondent felt he or she had access to a particular outcome measure. Thus, questionnaires used in the full-scale OMIS asked respondents to indicate whether they needed a particular outcome measure and whether they had access to it. A copy of the complete questionnaire used in the full-scale OMIS appears in Appendix A of this paper.

In the OMIS, survey questionnaires were sent to members of the following decision-making groups:

1. College Administrators (N = 388)
   a. Presidents (n = 97)
   b. Top administrators for academic affairs (n = 97)
   c. Top administrators for student affairs (n = 97)
   d. Top administrators for budget and finance (n = 97)

2. State-Level Decision Makers (N = 125)
   a. Statewide Planners* (n = 75)
   b. State Legislators (n = 50)

*This group included state directors of higher education and community/junior college governing boards and coordinating councils.

Different strategies were used in selecting the sample for each of these groups. The college administrators sample was drawn from the institutions that participate in the advisory structure of NCHEMS. Institutions were divided initially into ten groups on the basis of three variables: type of institution (community/junior college, four-year college, and university); control of institution (private versus public); and level of institutional participation in NCHEMS (Levels I-II and Levels III-IV).* This normally would result in twelve groups, but there were no community/junior colleges that were privately controlled. To obtain the sample for the study, ten institutions were drawn at random from each of the ten groups.** The president and top administrators for academic affairs, student affairs, and budget and finance in each of these institutions were sent questionnaires. The method used to distribute the questionnaires to the various administrators is described below.

The statewide planners group included state directors of higher education boards and coordinating councils and their counterparts associated with state community/junior college boards and coordinating councils. Persons sent questionnaires in these groups included all members of SHEEO (State Higher Education Executive Officers) and all directors of state community/junior college planning agencies who were not included in the pilot test survey pool.

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*At the time this study was conducted, institutional participation in NCHEMS consisted of four levels. Appendix B describes the four levels of participation and lists the institutions selected for the study.

**Three institutions could not be contacted, so were deleted from the study. Thus, as indicated on page 4, questionnaires were distributed to administrators in 97 institutions rather than 100 as was planned initially.

The fifty state legislators were selected randomly from the list of state legislative standing committees and chairmen compiled by The Council of State Governments (1973). The only criterion for their selection was that they be a chairperson of a committee on education, finance or budget, ways and means, or some committee dealing specifically with higher education. State legislators surveyed in the pilot-test version of the OMIS were selected after the sample had been selected for the full-scale OMIS.

Administration of the Questionnaires

The following procedure was used to distribute questionnaires to the institutional administrators:

1. Once the institutions to be surveyed had been identified, the designated NCHEMS liaison officer in each institution was contacted by telephone and asked if he would be willing to assist in the study. In each case, the liaison officer agreed to participate. Two public four-year institutions and one public university could not be contacted and were not replaced in the pool of institutions.

2. Following the telephone contact, each liaison officer was sent four questionnaire packets and guidelines for distributing the packets to the president (or executive vice-president) and top-level administrators for academic affairs, student affairs, and budget and finance. Each questionnaire packet contained a questionnaire, an introductory cover letter, and a postage-paid return envelope.

3. Approximately two weeks after the questionnaire packets were mailed to the liaison officers, follow-up letters were sent. These letters informed the liaison officers of the administrators in their institution who had not returned questionnaires. The letters also asked them to encourage those administrators to complete and return their questionnaires.

The procedure for administering the questionnaires to the statewide planners and state legislators was somewhat different from the one used to obtain responses from the college administrators:

1. Once the statewide planners and state legislators to be included in the survey were identified, questionnaires were mailed. Enclosed with each questionnaire were a personal introductory letter and a postage-paid envelope.

2. Two weeks after the initial mailing of the questionnaires to these groups, follow-up letters and questionnaires were sent to those persons who had not yet responded.

Copies of the indroductory and follow-up letters used in the study are presented in Appendix A.

Response Rates to the Questionnaires

The overall response rate for this study was 58%. Responses were received from at least one administrator in 95 of the 97 institutions included in the pool. The following shows various breakdowns of the response rate (the number of respondents from each group is in parentheses):

College administrators	61% (235)
State-level respondents	51% (64)

By type and control of institution:

	Public	Private	
Community and two-year colleges	77% (62)	---	77% (62)
Four-year colleges	60% (43)	61% (49)	61% (92)
Universities	58% (44)	46% (37)	52% (81)
	65% (149)	54% (86)	61% (235)

By type of institutional administrator:

	Pres.	Acad. Aff.	Stud. Aff.	Business
Community and two-year colleges	65% (13)	80% (16)	95% (19)	70% (14)
Four-year colleges	58% (22)	55% (21)	71% (27)	58% (22)
Universities	44% (17)	62% (24)	49% (19)	54% (21)
	54% (52)	53% (61)	67% (65)	59% (57)

By type of state-level respondents

Statewide Planners	68% (51)	51% (64)
Legislators	26% (13)	

There were few differences in the response rates of institutions by NCHEMS level of participation. Also, there were few differences among response rates of administrators with the possible exception of the overall rate for community and two-year colleges compared to the response rates for other types of institutions. For the state-level respondents, however,

the response rate of the statewide planning group was much better than the response rate of the state legislators. One reason for this difference could be that statewide planners are more familiar with NCHEMS and its work. Another reason might be that the addresses used in sending the questionnaires to state legislators may not have been specific enough. For example:

The Honorable Joseph Smith
State Capitol Building
Phoenix, Arizona 85007

Because of this, many state legislators may not have received the questionnaires or received them so close to the designated return date that they chose not to respond. An additional problem was that most state legislators were in the midst of their legislative sessions at the time of the mailing, and, therefore, may have been just too busy. Obviously, other reasons could be conjectured.

Results of the Study*

The participants in the study were asked three major questions. The first question concerned the extent to which they felt they needed information about each of the ten outcome information categories delineated in Section I of the questionnaire. The second major question dealt with the extent to which each respondent felt the need for each of the specific outcome measures listed in Section II of the questionnaire. The final question each respondent was asked pertained to his/her access to or ability to obtain each of the outcome measures presented in Section II. The descriptive tables in this section highlight the responses of the different types of decision groups involved in the study to these questions.

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*In this part of the paper only a limited number of tables are presented and discussed. A more extensive presentation of the results without any discussion is in Appensix C.

Table 1 summarizes the responses of the college administrator and state-level decision maker groups to the question regarding the importance of each of the ten outcome information areas in Section I of the questionnaire. As is apparent from Table 1, these outcome information areas are defined in very general terms. The mean scores in Table 1 are based on a five-point scale with a score of 5 being equivalent to "Of Extremely High Importance" and a score of 1 corresponding to "Of No Importance."

As Table 1 shows, the most important outcome information area for the college administrators' group was Outcome Area C (Student Educational Satisfaction), whereas, the most frequently selected area for the state-level group was Outcome Area I (Community Impact). Comparisons of the mean importance scores of the two groups for each of the areas, however, suggest that both groups were in relatively close agreement with the exception of the Student Social/Cultural Development and the Student Personal Development areas. College administrators indicated that they needed information about these areas more so than did the state-level respondents.

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TABLE 1

THE MEAN IMPORTANCE SCORES OF THE COLLEGE ADMINISTRATOR AND STATE-LEVEL DECISION-MAKER GROUPS FOR EACH OF THE TEN OUTCOME AREAS IN THE QUESTIONNAIRE*

	OUTCOME AREAS	COLLEGE		STATE LEVEL	
		MEAN	(SD)	MEAN	(SD)
A	STUDENT KNOWLEDGE AND SKILLS DEVELOPMENT Information about student understanding, competencies, and attitudes relative to bodies of facts and principles and use of their intellectual and physical abilities.	3.78	(1.22)	3.74	(1.12)
B	STUDENT EDUCATIONAL CAREER DEVELOPMENT Information about student attitudes and success concerning certain academic pursuits (e.g., student educational degree aspirations and attainments).	3.92	(1.09)	3.81	(.82)
C	STUDENT EDUCATIONAL SATISFACTION Information that indicates the satisfaction of students about the knowledge and skills they have acquired and their progress toward their educational and occupational career objectives.	4.05	(1.04)	3.73	(.99)
D	STUDENT OCCUPATIONAL CAREER DEVELOPMENT Information about student attitudes and success concerning certain occupational goals and their job performance.	3.80	(1.09)	3.84	(.95)
E	STUDENT PERSONAL DEVELOPMENT Information about changes in students concerning the growth and maintenance of their personal life (e.g., their ability to adapt to new situations, their self-concept, etc.).	3.55	(1.18)	2.91	(1.04)
F	STUDENT SOCIAL/CULTURAL DEVELOPMENT Information about student abilities and attitudes in dealing with people and their interest in cultural activities.	3.39	(1.11)	2.81	(.97)
G	COMMUNITY EDUCATIONAL DEVELOPMENT Information about the attitudes and success of nonmatriculating participants concerning their acquisition of knowledge and skills, personal and social development, and occupational career goals and performance.	3.18	(1.13)	3.48	(.95)
H	COMMUNITY SERVICE Information about the impact of the opportunities and services provided by the institution and received by the community (e.g., agricultural extension services, cultural and recreational opportunities, etc.).	3.50	(1.07)	3.83	(.77)
I	COMMUNITY IMPACT Information about the impact of an institution's programs and its faculty, staff, and students (current and former) on the financial health, manpower supply, and attitudes of the community (local, state, or national).	3.84	(.98)	4.16	(.79)
J	DEVELOPMENT OF NEW KNOWLEDGE AND ART Information about new knowledge and art forms created, applied, and reorganized as a result of an institution's programs and its faculty, staff, and students (current and former).	3.38	(1.12)	3.32	(1.06)
		[N = 235]		[N = 64]	

*Mean scores are based on a five point scale with a score of 5 being equal to "Of Extemely High Importance" and a score of 1 equaling "Of No Importance." Standard deviations are in parentheses.

From the pilot test results of the Outcome Measures Identification Study and from the literature about decision making, it is recognized that the special planning and management responsibilities of different decision-making groups give rise to unique information needs. Table 2 illustrates the differing views of the college administrator and state-level respondents decision-making groups concerning the ten outcome information areas in Section I of the questionnaire.

Possibly the most interesting aspect of Table 2 is the alignment of the different decision-making groups with respect to the most important outcome areas. On the one hand, presidents and top-level administrators for academic affairs and student affairs endorsed Outcome Area C (Student Educational Satisfaction) as the most important. On the other hand, the institutional budget and finance administrators lined up with the statewide planners and state legislators in endorsing the Community Impact information area (Outcome Area I) as the most important outcome information area. It should be noted, however, that presidents also had a high mean importance score regarding the Community Impact information area.

The presidents, the academic affairs administrators, and the student affairs administrators groups also agreed about the importance of information in Outcome Areas A, B, and D. The other three decision-making groups shown in Table 2 appear to agree that information in the Community Service area is important (this area was the second most important area for budget and finance administrators and state legislators groups and was the third most important area for the statewide planners group).

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TABLE 2

THE MEAN IMPORTANCE SCORES OF THE DIFFERENT TYPES OF COLLEGE ADMINISTRATOR AND STATE-LEVEL DECISION-MAKER GROUPS FOR EACH OF THE TEN OUTCOME AREAS IN THE QUESTIONNAIRE*

	OUTCOME AREAS	Presidents (N=52)		Academic Affairs Adm. (N=61)		Student Affairs Adm. (N=65)		Budget & Finance Adm. (N=57)		State-Level Planners (N=51)		State Legislators (N=13)	
		MEAN	(SD)	MEAN	(SD)	MEAN	(SD)	MEAN	(SD)	MEAN	(SD)	MEAN	(SD)
A	STUDENT KNOWLEDGE AND SKILLS DEVELOPMENT Information about student understanding, competencies, and attitudes relative to bodies of facts and principles and use of their intellectual and physical abilities.	4.16	(.99)	4.05	(1.02)	4.28	(.76)	2.55	(1.25)	3.78	(1.13)	3.58	(1.08)
B	STUDENT EDUCATIONAL CAREER DEVELOPMENT Information about student attitudes and success concerning certain academic pursuits (e.g., student educational degree aspirations and attainments).	4.14	(.75)	4.15	(1.03)	4.40	(.68)	2.90	(1.17)	3.82	(.82)	3.75	(.87)
C	STUDENT EDUCATIONAL SATISFACTION Information that indicates the satisfaction of students about the knowledge and skills they have acquired and their progress toward their educational and occupational career objectives.	4.35	(.71)	4.20	(.98)	4.52	(.59)	3.07	(1.17)	3.71	(1.04)	3.83	(.72)
D	STUDENT OCCUPATIONAL CAREER DEVELOPMENT Information about student attitudes and success concerning certain occupational goals and their job performance.	3.94	(.83)	3.95	(1.08)	4.29	(.77)	2.93	(1.17)	3.88	(.95)	3.67	(.98)
E	STUDENT PERSONAL DEVELOPMENT Information about changes in students concerning the growth and maintenance of their personal life (e.g., their ability to adapt to new situations, their self-concept, etc.).	3.59	(1.00)	3.33	(1.01)	4.46	(.75)	2.67	(1.17)	2.86	(1.06)	3.08	(1.06)
F	STUDENT SOCIAL/CULTURAL DEVELOPMENT Information about student abilities and attitudes in dealing with people and their interest in cultural activities.	3.53	(.90)	3.20	(1.00)	4.19	(.86)	2.55	(.98)	2.78	(.90)	2.92	(1.24)
G	COMMUNITY EDUCATIONAL DEVELOPMENT Information about the attitudes and success of nonmatriculating participants concerning their acquisition of knowledge and skills, personal and social development, and occupational career goals and performance.	3.41	(.96)	3.12	(1.14)	3.42	(1.14)	2.76	(1.14)	3.53	(.83)	3.25	(1.36)
H	COMMUNITY SERVICE Information about the impact of the opportunities and services, provided by the institution and received by the community (e.g., agricultural extension services, cultural and recreational opportunities, etc.).	3.88	(1.04)	3.52	(1.05)	3.46	(1.02)	3.19	(1.08)	3.82	(.74)	3.83	(.94)
I	COMMUNITY IMPACT Information about the impact of an institution's programs and its faculty, staff, and students (current and former) on the financial health, manpower supply, and attitudes of the community (local, state, or national).	4.10	(.85)	3.67	(1.09)	3.72	(.98)	3.91	(.91)	4.20	(.78)	4.00	(.85)
J	DEVELOPMENT OF NEW KNOWLEDGE AND ART Information about new knowledge and art forms created, applied, and reorganized as a result of an institution's programs and its faculty, staff and students (current and former).	3.50	(1.08)	3.71	(1.02)	3.29	(1.09)	3.00	(1.20)	3.31	(1.09)	3.33	(.98)

*Mean scores are based on a five point scale with a score of 5 being equal to "Of Extremely High Importance" and a score of 1 equaling "Of No Importance." Standard deviations are in parentheses.

Several other interesting observations can be made from the results shown in Table 2. First, student affairs administrators consistently endorsed Outcome Areas A through F as highly important. Of course, this could be expected, given the student affairs group's concern with student growth and development. A second interesting observation is the relatively low level of interest shown in Outcome Areas E and F by budget and finance administrators, statewide planners, and state legislators. A final interesting aspect of the results shown in Table 2 is that while Outcome Area D was not the top area for any one group, it appears to rank fairly high in terms of importance for all six groups.

Table 3 (pages 15-26) summarizes the responses of the six decision-making groups regarding the second major question of interest in the study--"To what extent do the respondents in these groups feel they need to know a particular outcome measure for their decision-making responsibilities?" While each respondent had three options for indicating the need for a particular outcome measure ("Need To Know," "Would Like To Have, But Not Crucial," and "Do Not Need"), Table 3 shows only the percentage of respondents in each of the six groups endorsing each measure as "Need To Know." It shows also the rank order of each measure based on the percentage of respondents in each group endorsing the measure as "Need To Know." For purposes of rank ordering, all measures with the same percentage endorsement were assigned the same rank number.

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TABLE 3

THE PERCENTAGE OF THE DIFFERENT TYPES OF COLLEGE ADMINISTRATOR AND STATE-LEVEL DECISION MAKER GROUPS ENDORSING EACH OUTCOME MEASURE IN THE QUESTIONNAIRE AS "NEED TO KNOW"*

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	36.5	(39)	47.5	(17)	41.5	(24)	5.4	(87)	32.0	(44)	30.8	(31)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	38.5	(32)	49.2	(13)	32.3	(35)	7.1	(77)	44.9	(25)	38.5	(14)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	40.0	(31)	44.3	(20)	27.7	(50)	7.1	(77)	60.8	(13)	46.2	(11)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	30.8	(49)	43.3	(21)	26.2	(54)	8.9	(70)	30.0	(48)	25.0	(40)
A-5	Student scores on tests that indicate their ability to analyze problems (e.g., the recognition of biased points in an article or speech).	30.8	(49)	43.3	(21)	21.9	(64)	9.1	(69)	22.0	(52)	15.4	(59)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	3.8	(104)	3.3	(108)	1.5	(112)	7.1	(77)	10.0	(82)	7.7	(85)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	59.6	(7)	65.0	(3)	72.3	(2)	10.7	(66)	43.1	(27)	61.5	(3)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	19.2	(72)	13.3	(87)	31.2	(39)	1.8	(104)	5.9	(92)	61.5	(3)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	0	(109)	6.7	(99)	9.2	(97)	3.6	(96)	7.8	(88)	15.4	(59)

* %N = Percentage of respondents endorsing a measure as "Need to Know."
(R) = Rank of each measure based on the percentage of respondents endorsing it as "Need to Know." (Ranks range from 1 to 112.)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
A-10	Number and percentage of students surveyed who have participated in activities that enhance their athletic skills (e.g., intramural and varsity sports).	9.8	(88)	6.7	(99)	16.9	(76)	3.6	(96)	0	(108)	0	(93)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	52.9	(13)	48.3	(15)	50.8	(13)	25.0	(28)	74.5	(3)	30.8	(31)
B-2	Number and percentage of students surveyed who have changed majors (lower division, upper division, and/or graduate) within a certain time period.	37.3	(37)	48.3	(15)	40.0	(28)	19.6	(34)	47.1	(19)	77.0	(15)
B-3	Number and percentage of students surveyed who are taking non-credit, independent study, or special courses.	54.9	(12)	53.3	(9)	40.6	(27)	44.6	(10)	64.7	(10)	50.0	(10)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	19.6	(70)	16.9	(74)	26.2	(54)	7.1	(77)	11.8	(77)	0	(93)
B-5	Number of students receiving a degree, diploma, or certificate within a certain time period.	85.0	(1)	78.3	(1)	70.3	(3)	53.6	(6)	86.3	(1)	33.3	(22)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	56.9	(10)	55.9	(7)	55.4	(10)	42.9	(11)	66.7	(9)	30.8	(31)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	72.5	(2)	61.7	(4)	60.0	(8)	53.6	(6)	76.0	(2)	61.5	(3)
B-8	Number and percentage of graduates for the year who transferred from another school.	62.7	(6)	56.7	(6)	63.1	(4)	41.1	(13)	62.7	(12)	38.5	(14)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma, or certificate during a particular academic term or year.	70.6	(3)	68.3	(2)	86.2	(1)	58.9	(3)	72.5	(4)	69.2	(1)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma, or certificate as a percentage of those applying.	49.0	(18)	43.3	(21)	44.6	(20)	21.8	(33)	54.0	(15)	53.8	(8)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	27.5	(57)	28.3	(49)	29.2	(47)	12.7	(58)	56.0	(14)	23.1	(4)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	31.4	(48)	36.7	(36)	35.4	(32)	7.1	(77)	42.0	(30)	38.5	(14)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruction.	30.0	(53)	25.0	(56)	49.2	(14)	5.4	(87)	26.0	(48)	25.0	(40)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	34.0	(43)	28.3	(49)	30.8	(41)	7.1	(77)	25.5	(49)	23.1	(41)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	30.8	(49)	26.7	(53)	30.8	(41)	17.9	(37)	15.7	(67)	15.4	(59)
C-2	Average amount of alumni gifts within a certain time period after graduation.	28.8	(55)	18.3	(70)	10.9	(93)	50.0	(9)	5.9	(92)	16.7	(57)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	46.3	(26)	53.3	(9)	53.8	(12)	23.2	(31)	45.1	(23)	30.8	(31)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	48.1	(20)	41.7	(25)	41.5	(24)	19.6	(34)	35.3	(39)	38.5	(14)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	36.5	(39)	31.7	(46)	47.7	(17)	12.5	(59)	19.6	(58)	23.1	(41)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	36.5	(39)	26.7	(53)	49.2	(14)	8.9	(70)	13.7	(74)	0	(93)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	48.1	(20)	40.0	(27)	63.1	(4)	17.9	(37)	43.1	(27)	30.8	(31)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	48.1	(20)	45.0	(19)	61.5	(6)	16.1	(48)	51.0	(16)	53.8	(8)
D-1	Number and percentage of former students (graduates and non-graduates) surveyed who were employed within a certain time period after leaving the institution.	51.9	(14)	46.7	(18)	54.7	(11)	14.3	(51)	68.6	(7)	69.2	(7)
D-2	Number and percentage of former students (graduates and non-graduates) surveyed who received the job of their first choice.	28.8	(55)	25.0	(56)	46.9	(18)	14.3	(51)	47.1	(19)	46.2	(11)
D-3	Average first salary of former students.	17.3	(79)	31.7	(45)	42.2	(23)	10.7	(66)	47.1	(19)	38.5	(14)
D-4	Distribution of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	17.3	(79)	22.0	(63)	28.1	(48)	14.3	(51)	49.0	(18)	23.1	(41)
D-5	Former student (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	21.2	(66)	23.3	(58)	34.9	(33)	7.1	(77)	21.6	(54)	16.7	(57)
D-6	Number of professional occupation awards and citations received per former student surveyed.	11.5	(85)	5.0	(105)	12.5	(90)	8.9	(70)	9.8	(84)	8.3	(68)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	17.3	(79)	16.9	(74)	21.9	(64)	14.3	(51)	16.0	(65)	8.3	(68)

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Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	5.8	(100)	15.0	(79)	21.9	(64)	8.9	(70)	17.6	(61)	8.3	(68)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	9.6	(90)	16.7	(76)	25.0	(57)	8.9	(70)	31.4	(46)	30.8	(31)
D-10	Average first salary expectations of students.	7.7	(92)	16.7	(76)	31.2	(9)	12.5	(59)	17.6	(61)	16.7	(57)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	55.8	(11)	58.3	(5)	61.5	(6)	33.9	(21)	68.6	(7)	61.5	(3)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	26.0	(58)	35.0	(38)	43.1	(22)	17.9	(37)	37.3	(37)	33.3	(22)
D-13	Number and percentage of former students (graduates and non-graduates) surveyed accepting employment in their major field of study.	41.2	(30)	40.0	(27)	49.2	(14)	19.6	(34)	72.5	(4)	53.8	(8)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	5.9	(96)	6.8	(98)	33.8	(34)	5.4	(87)	9.8	(84)	7.7	(85)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	5.9	(96)	10.2	(92)	36.9	(31)	5.4	(87)	7.8	(88)	8.3	(68)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	5.9	(96)	5.1	(102)	7.7	(101)	1.8	(104)	2.0	(104)	8.3	(68)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	5.9	(96)	11.9	(89)	7.7	(101)	1.8	(104)	2.0	(104)	8.3	(68)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	7.8	(91)	5.1	(102)	6.2	(104)	0	(110)	2.0	(104)	7.7	(85)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	19.6	(70)	11.9	(89)	21.5	(69)	3.6	(96)	13.7	(74)	0	(93)
E-7	Student and/or former student scores on a scale measuring their perceptions about their self-image.	9.8	(88)	18.6	(69)	41.5	(24)	5.4	(87)	13.7	(74)	0	(93)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	1.9	(107)	5.0	(105)	16.9	(76)	3.6	(96)	2.0	(104)	0	(93)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	0	(109)	3.3	(108)	13.8	(86)	3.6	(96)	5.9	(92)	0	(93)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	15.4	(83)	15.0	(79)	32.3	(35)	3.6	(96)	11.8	(77)	0	(93)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	5.8	(100)	8.3	(96)	12.3	(91)	3.6	(96)	5.9	(92)	0	(93)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	1.9	(107)	8.3	(96)	15.4	(80)	5.4	(87)	3.9	(98)	0	(93)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	7.7	(92)	8.5	(95)	13.8	(86)	1.8	(104)	4.0	(97)	0	(93)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	0	(109)	0	(112)	4.6	(107)	0	(110)	0	(108)	7.7	(85)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 51)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	5.8	(100)	1.7	(111)	3.1	(111)	5.4	(87)	0	(108)	0	(93)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	5.8	(100)	5.0	(105)	6.2	(105)	1.8	(104)	0	(108)	0	(93)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	3.8	(104)	5.1	(102)	10.8	(94)	0	(110)	3.9	(98)	0	(93)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	3.8	(104)	3.3	(108)	4.6	(107)	1.8	(104)	0	(108)	7.7	(85)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	19.2	(72)	15.0	(79)	24.6	(60)	5.4	(87)	7.8	(88)	23.1	(41)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	19.2	(72)	18.3	(70)	21.5	(69)	3.6	(96)	7.8	(88)	30.8	(31)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	7.7	(92)	13.3	(87)	20.3	(73)	8.9	(70)	15.7	(67)	7.7	(85)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	17.3	(79)	20.0	(66)	18.7	(74)	7.1	(77)	5.9	(93)	7.7	(85)
F-16	Number of students and/or former students having a personal library of well-known literary works, or pieces of art, as a percentage of all students and/or former students surveyed.	7.7	(92)	6.7	(99)	7.8	(100)	1.8	(104)	2.0	(104)	0	(93)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	49.0	(18)	33.0	(31)	39.1	(30)	41.1	(13)	68.6	(7)	30.8	(31)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget & Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	29.4	(54)	33.9	(42)	28.1	(48)	17.9	(37)	37.3	(37)	18.2	(54)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	21.6	(65)	22.0	(63)	23.4	(61)	12.5	(59)	45.1	(23)	30.8	(31)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	16.0	(82)	25.4	(55)	25.0	(57)	7.1	(77)	39.2	(34)	23.1	(41)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	49.0	(18)	39.0	(31)	21.9	(64)	26.8	(26)	39.2	(34)	8.3	(68)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	33.3	(44)	35.6	(37)	25.0	(57)	16.1	(48)	19.6	(58)	8.3	(68)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	32.7	(45)	32.8	(44)	21.9	(64)	16.4	(45)	39.2	(34)	7.7	(85)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	19.6	(70)	18.0	(72)	14.1	(85)	16.4	(45)	22.0	(54)	0	(93)
H-3	Ratio of total income for community services to total budget for community services.	46.2	(27)	33.3	(43)	14.5	(84)	29.1	(25)	32.0	(44)	15.4	(59)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management, or technical role.	59.6	(7)	49.2	(13)	32.3	(35)	56.4	(4)	35.3	(39)	30.8	(31)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	50.0	(15)	34.4	(39)	27.7	(50)	41.8	(12)	37.3	(37)	30.8	(31)

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(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	47.1	(25)	19.7	(67)	26.6	(53)	36.4	(20	32.0	(44)	18.2	(54)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	32.7	(45)	16.4	(78)	30.8	(41)	16.4	(45)	21.6	(54)	8.3	(68)
I-1	Number and percentage of students who are employed in businesses, agencies, and organizations in the community.	38.5	(32)	34.4	(39)	44.6	(20)	23.2	(31)	33.3	(41)	30.8	(31)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	36.5	(39)	23.0	(59)	32.3	(35)	17.9	(37)	64.7	(10)	38.5	(14)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	38.5	(32)	14.8	(82)	16.9	(76)	41.1	(13)	17.6	(61)	23.1	(41)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	32.7	(45)	14.8	(82)	15.4	(80)	41.1	(13)	11.8	(77)	15.4	(59)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	50.0	(15)	23.0	(59)	23.1	(62)	37.5	(18)	23.5	(50)	8.3	(68)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	42.3	(28)	14.8	(82)	27.7	(50)	55.4	(5)	17.6	(61)	30.8	(31)
I-7	Employers' scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	48.0	(24)	37.7	(33)	46.2	(19)	12.5	(59)	41.2	(31)	23.1	(41)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	38.5	(32)	9.8	(93)	29.7	(46)	17.9	(37)	13.7	(74)	23.1	(41)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
I-9	Value of community business properties attributable to institution-related expenditures.	20.8	(68)	9.8	(93)	18.5	(75)	16.1	(48)	12.0	(77)	15.4	(59)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	22.0	(64)	11.5	(91)	10.8	(94)	25.0	(28)	5.9	(93)	7.7	(85)
I-11	Extent to which the presence of the institution influences business locating in the community.	38.5	(32)	23.0	(59)	23.1	(62)	37.5	(18)	33.3	(41)	38.5	(14)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	30.8	(49)	19.7	(67)	21.5	(69)	33.9	(21)	23.5	(50)	30.8	(31)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	23.1	(59)	18.0	(72)	15.4	(80)	32.1	(23)	7.8	(88)	7.7	(85)
I-14	Geographic distribution of alumni.	48.1	(20)	21.3	(65)	30.8	(41)	25.0	(28)	41.2	(31)	15.4	(59)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/ cultural activities and the institution's impact on the amount of crime in the community).	66.7	(4)	41.0	(26)	60.0	(8)	39.3	(17)	47.1	(19)	30.8	(31)
I-16	Number of persons from the community employed by the institution.	57.7	(9)	32.8	(44)	40.0	(28)	66.1	(2)	31.4	(46)	23.1	(41)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	13.7	(84)	29.5	(48)	9.2	(97)	7.1	(77)	15.7	(67)	7.7	(85)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	0	(109)	14.8	(82)	4.6	(107)	5.4	(87)	3.9	(98)	7.7	(85)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	23.1	(59)	42.6	(24)	10.8	(94)	14.3	(51)	19.6	(58)	7.7	(86)
J-4	Number of papers presented at professional meetings per student, former student, and/or faculty/staff member within a certain time period.	17.3	(79)	39.3	(29)	7.7	(101)	10.7	(66)	13.7	(74)	0	(93)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	11.5	(85)	37.7	(33)	13.8	(86)	14.3	(51)	15.7	(68)	7.7	(85)
J-6	Average amount of faculty time spent in selected research and art producing activities.	37.3	(37)	39.3	(29)	11.1	(92)	30.4	(24)	43.1	(27)	23.1	(41)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	42.3	(28)	55.7	(8)	21.5	(69)	53.6	(6)	41.2	(29)	38.5	(14)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	63.5	(5)	49.2	(13)	30.8	(41)	76.8	(1)	51.0	(16)	33.3	(22)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	21.2	(66)	37.7	(33)	16.9	(76)	17.9	(37)	15.7	(68)	0	(93)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	11.5	(85)	27.9	(51)	4.6	(107)	14.3	(51)	11.8	(77)	0	(93)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	23.1	(59)	52.5	(11)	15.4	(80)	12.5	(59)	19.6	(58)	15.4	(59)
J-12	Judgments of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	23.1	(59)	27.9	(51)	26.2	(54)	17.9	(37)	19.6	(58)	23.1	(41)

(Table 3 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)		Academic Affairs Adm. (N = 61)		Student Affairs Adm. (N = 65)		Budget Finance Adm. (N = 57)		State-Level Planners (N = 51)		State Legislators (N = 13)	
		%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)	%N	(R)
J-13	Number and percentage of graduates engaged in research activities.	19.2	(72)	14.8	(82)	7.7	(101)	12.5	(59)	15.7	(67)	15.4	(59)
J-14	Number and percentage of faculty/staff and students invited to participate in professional meetings and conferences.	23.1	(59)	34.4	(39)	13.8	(86)	12.5	(59)	9.8	(98)	0	(93)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	19.2	(72)	23.0	(59)	9.2	(97)	8.9	(70)	3.3	(88)	0	(93)

Discussion of the results shown in Table 3 is somewhat cumbersome, since Table 3 summarizes the extent to which each of the 112 measures in Section II of the questionnaire was endorsed as "Need To Know" by the respondents in the different decision-making groups. As a result, Table 4 (pages 28-32) has been developed to present the twenty outcome measures that were given the highest "Need To Know" rank by each group. Based on this criterion, forty-nine measures are listed in Table 4. In addition to presenting the percentage of respondents in each group who endorsed a measure as "Need To Know" (% N) and the rank of the measure (R), Table 4 shows also the percentage of respondents who indicated that they "Have Access" to the measure (% A). Possibly the most significant aspect of Table 4 is that it identifies those measures to which NCHEMS should assign high priority for the identification and development of acquisition procedures.

One interesting aspect of Table 4 is that it shows for each outcome measure the number of groups that indicated high need for the measure. For example, three measures in Table 4 were given a high "Need To Know" endorsement by all six groups. They were:

B-7: Number of students graduating from the institution after a certain period of time as a percentage of their entering class.

B-8: Number and percentage of graduates for the year who transferred from another school.

B-9: Number and percentage of students leaving the institution prior to receiving a degree, diploma, or certificate during a particular academic term or year.

TABLE 4

THE TOP TWENTY OUTCOME MEASURES ENDORSED AS "NEED TO KNOW" BY THE DIFFERENT TYPES OF COLLEGE ADMINISTRATORS AND STATE-LEVEL DECISION MAKERS*

Measure #	OUTCOME MEASURES	Presidents (N = 52)			Academic Affairs. Adm. (N = 61)			Student Affairs Adm. (N = 65)			Budget & Finance Adm. (N = 57)			State-Level Planners (N = 51)			State Legislators (N = 13)		
		%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).				47.5	(17)	29.5												
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.				49.2	(13)	32.8										38.5	(14)	7.7
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on first attempt as a percentage of all students taking the exam.				44.3	(20)	36.1							60.8	(13)	50.0	46.2	(11)	46.2
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	59.6	(7)	41.2	65.0	(3)	41.7	72.3	(2)	58.5							61.5	(3)	7.7
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).																61.5	(3)	23.1
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned	52.9	(13)	52.0	48.3	(15)	51.7	50.8	(13)	52.3				74.5	(3)	36.0			
B-2	Number and percentage of students surveyed who have changed majors (lower division, upper division, and/or graduate) within a certain time period.				48.3	(15)	36.7							47.1	(19)	25.5			
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	54.9	(12)	64.0	53.3	(9)	54.2				44.6	(10)	65.5	64.7	(10)	51.0	50.0	(10)	50.0
B-5	Number of students receiving a degree, diploma, or certificate within a certain time period.	85.0	(1)	72.0	78.3	(1)	67.8	70.3	(3)	84.4	53.6	(6)	78.2	86.3	(1)	70.6			

*%N = Percentage of respondents endorsing a measure as "Need to Know." (R) = Rank of each measure based on the percentage of respondents endorsing it as "Need to Know."
%A = Percentage of respondents indicating they "Have Access" to a particular measure.

(Table 4 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)			Academic Affairs Adm. (N = 61)			Student Affairs Adm. (N = 65)			Budget & Finance Adm. (N = 57)			State-Level Planners (N = 51)			State Legislators (N = 13)		
		%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	56.9	(10)	52.0	55.9	(7)	37.9	55.4	(10)	63.1	42.9	(11)	54.5	66.7	(9)	38.0			
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	72.5	(2)	60.0	61.7	(4)	40.0	60.0	(8)	67.7	53.6	(6)	61.8	76.0	(2)	40.0	61.5	(3)	61.5
B-8	Number and percentage of graduates for the year who transferred from another school.	62.7	(6)	76.5	56.7	(6)	60.0	63.1	(4)	70.8	41.1	(13)	63.6	62.7	(12)	47.1	38.5	(14)	38.5
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma, or certificate during a particular academic term or year.	70.6	(3)	78.4	68.3	(2)	63.3	86.2	(1)	83.1	58.9	(3)	70.9	72.5	(4)	43.1	69.2	(1)	61.5
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma, or certificate as a percentage of those applying.	49.0	(18)	27.1				44.6	(20)	33.8				54.0	(15)	24.5	53.8	(8)	38.5
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.													56.0	(14)	14.0			
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.																38.5	(14)	30.8
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal education.							49.2	(15)	4.6									
C-2	Average amount of alumni gifts within a certain time period after graduation.										50.0	(9)	36.4						
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.				53.3	(9)	11.7	53.8	(12)	10.8									

(Table 4 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)			Academic Affairs Adm. (N = 61)			Student Affairs Adm. (N = 65)			Budget & Finance Adm. (N = 57)			State-Level Planners (N = 51)			State Legislators (N = 13)		
		%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	48.1	(20)	7.8													38.5	(14)	7.7
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).							47.7	(17)	6.3									
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).							49.2	(15)	3.1									
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	48.1	(20)	11.8				63.1	(4)	9.2									
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	48.1	(20)	9.8	45.0	(19)	3.3	61.5	(6)	6.2				51.0	(16)	12.0	53.8	(8)	0
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	51.9	(14)	41.2	46.7	(18)	30.0	54.7	(11)	39.7				68.6	(7)	28.0	69.2	(1)	32.1
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.							46.9	(18)	23.4				47.1	(19)	19.6	46.2	(11)	7.7
D-3	Average first salary of former students.													47.1	(19)	24.0	38.5	(14)	15.4
D-4	Distribution of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.													49.0	(18)	20.0			
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	55.8	(11)	21.6	58.3	(5)	28.8							68.6	(7)	20.0			

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(Table 4 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)			Academic Affairs Adm. (N = 61)			Student Affairs Adm. (N = 65)			Budget & Finance Adm. (N = 57)			State-Level Planners (N = 51)			State Legislators (N = 13)		
		%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.							49.2	(15)	10.8				72.5	(4)	21.6	53.8	(8)	15.4
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	49.0	(18)	70.0							41.1	(13)	56.4	68.6	(7)	35.3			
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	49.0	(18)	10.2															
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management, or technical role.	59.6	(7)	72.0	49.2	(13)	73.3				56.4	(4)	70.4						
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	50.0	(15)	34.0							41.8	(12)	35.2						
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.										36.4	(20)	18.5						
I-1	Number and percentage of students who are employed in business, agencies, and organizations in the community.							44.6	(20)	18.5									
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.													64.7	(10)	15.7	38.5	(14)	15.4
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.										41.1	(13)	26.6						
I-4	Faculty/staff and student expenditures in the community within a certain time period.										41.1	(13)	7.7						

(Table 4 continued)

Measure #	OUTCOME MEASURES	Presidents (N = 52)			Academic Affairs Adm. (N = 61)			Student Affairs Adm. (N = 65)			Budget & Finance Adm. (N = 57)			State-Level Planners (N = 51)			State Legislators (N = 13)		
		%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A	%N	(R)	%A
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	50.5	(15)	51.0							37.5	(18)	32.7						
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.										55.4	(5)	80.0						
I-7	Employers' scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.							46.2	(19)	13.8									
I-11	Extent to which the presence of the institution influences businesses locating in the community.										37.5	(18)	3.6				38.5	(14)	15.4
I-14	Geographic distribution of alumni.	48.1	(20)	55.8															
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community.)	66.7	(4)	24.0				60.0	(8)	21.9	39.3	(17)	18.2	47.1	(19)	6.0			
I-16	Number of persons from the community employed by the institution.	57.7	(9)	84.6							66.1	(2)	83.6						
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.				55.7	(8)	56.7				53.6	(6)	63.6				38.5	(14)	30.8
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	53.5	(5)	73.1	49.2	(13)	60.0				76.8	(1)	83.6	51.0	(16)	48.0			
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.				52.5	(11)	57.4												

Five measures were given a high "Need To Know" endorsement by at least five of the six groups:

B-3: Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.

B-5: Number of students receiving a degree, diploma, or certificate within a certain time period.

B-6: Average amount of time it takes a student to earn a degree, diploma, or certificate.

C-8: Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.

D-1: Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.

The results in Table 4 reveal also interesting similarities and differences among the six decision-making groups regarding the types of outcome measures they highly endorsed. As one might expect, many measures in Outcome Area B (Student Educational Career Development) were highly endorsed by many of the groups. In fact, with the exception of the budget and finance administrators group, the top ranked measure for each of the groups was in this outcome area. The following identifies some highlights with respect to each of the groups separately:

1. Presidents--This group endorsed the widest range of outcome measures. Possibly this is a result of the wide range of decision-making responsibilities encountered by people in this group. Two measures were unique to this group (measures that were endorsed only by the group): G-5 and I-14.

2. Academic Affairs Administrators--This group appears to have the greatest need for measures relating to Student Knowledge and Skills Development, Student Educational Career Development, and the Development of New Knowledge and Art. To some extent, this was to be expected, given the planning and management responsibilities of respondents in this group. Two measures were unique to this group: A-1 and J-11.

3. Student Affairs Administrators--Respondents in this group appear to have concentrated on measures in Outcome Area B, C, and D (measures concerning Student Educational Career Development, Student Educational Satisfaction, and Student Occupational Career Development respectively). Of all the groups, this group indicated the greatest need for Educational Satisfaction measures. It is interesting to note that of the five measures unique to this group (B-13, C-5, C-6, I-1, and I-7), four involve student perceptions about their educational progress. This may suggest that Student Affairs Administrators are more receptive to this kind of information.

4. Budget and Finance Administrators--As expected, respondents in this group favored those measures that directly link to financial data. This is evidenced by the fact that the top ranked measure for this group was J-8. Further, each of the five measures that were endorsed only by this group concerned the acquisition of financial data: C-2, H-6, I-3, I-4, and I-6.

5. State-Level Planners--This group of respondents endorsed many of the same measures that the respondents in the four institutional decision-maker groups endorsed concerning Student Educational Career development. Of all the groups, this group favored the greatest number of measures in Outcome Area D (Student Occupational Career Development). Measures unique to this group included B-11 and D-4.

6. State Legislators--This group seemed to concentrate its major attention on measures in Outcome Areas A, B, and D. It should be noted that two measures tied for number one ranking in this group: B-9 and D-1. Also, this group only had one unique measure: B-12.

The percentage of respondents in each group who indicated "access" to each of the top-ranking outcome measures (see % A) also is shown in Table 4. From these results of the "Have Access" question, several interesting observations can be made. First, a majority of respondents in all six groups reported having access to the three outcome measures that were highly endorsed by all the groups as "Need To Know" (measures B-7, B-8, and B-9). Second, a high percentage of the respondents in the four college administrator groups indicated having access to most of the outcome measures related to Outcome Area B (Student Educational Career Development) as well as to outcome measures G-1, H-4, I-14,

I-16, J-7, and J-8. Finally, a low percentage of the respondents in groups who endorsed measures in Outcome Areas C and D (Student Education Satisfaction and Student Occupational Career Development), reported having access to those measures. This was true also for most of the measures that were highly endorsed by one or more groups in Outcome Areas A and I (Student Knowledge and Skills Development and Community Impact).

Some Concluding Comments

As a result of the Higher Education Outcome Measures Identification Study, an array of outcome measures have been identified as having potential utility for the decision-making responsibilities of college administrators and state-level decision makers. It is anticipated that the results of the study should help the members of the different decision-making groups involved in the study:

1. Become more aware of those outcome measures endorsed by multiple groups as well as those measures of unique interest to a particular group.
2. Identify those outcome measures that appear to be available to a particular group.

Further, the results of the study should aid NCHEMS by:

1. Identifying those outcome areas where new measures need to be identified and developed.
2. Suggesting a set of outcome measures for which appropriate data acquisition procedures need to be identified and developed.
3. Providing a set of outcome measures that can serve as a benchmark for determining the hypotheses and analytic questions that are of interest to different decision makers and the uses of such outcome information in the planning and management context.

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APPENDIX A

Copies of the Introductory Letters,
the Institutional Liaison Guidelines,
and the Questionnaire Used in the Study

Appendix A presents in the following order:

#1 The letter of introduction sent to the designated NCHEMS liaison officer in each institution that participated in the study.

#2 The guidelines sent to the designated NCHEMS liaison officer distributing the survey questionnaire to the key decision makers in the institution.

#3 The letter of introduction that accompanied each questionnaire given to the college administrators in the study.

#4 The questionnaire used in the study to solicit college administrators' responses. (Questionnaires sent to state-level planners and state legislators were identical to the administrators' questionnaires except for certain word changes due to the different job responsibilities of the state-level respondents.)

#5 The letter of introduction sent to the state-level planners who were asked to participate in the study.

#6 The letter of introduction sent to the state legislators who were asked to participate in the study.

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JACK F. TOLBERT
The Berman-Medix School

MARVIN WACHMAN
Temple University

FRED WELLMAN
Illinois Community College Board

Dear (name of liaison):

The purpose of this letter is to follow up our recent conversation. We appreciate your willingness to help us carry out our Higher Education Outcomes Measures Identification Study.

In your role as the designated NCHEMS liaison officer in your institution, we would like you to distribute the enclosed questionnaire packets to each of the following persons in your institution:

1. The president (or executive vice-president),
2. A top-level administrator for academic planning,
3. A top-level administrator for student affairs, and
4. A top-level administrator for budget and finance.

Each questionnaire packet contains an introductory letter that explains the purpose of the survey and a survey questionnaire, which contains a list of potential higher education outcome measures. Also, an envelope for returning the questionnaire has been enclosed in each packet.

The completed questionnaires will help us: (1) gain a perspective of the higher education outcome measures different decision makers need in their positions and (2) establish priorities for identifying and developing procedures for obtaining the outcome measures.

I have enclosed a brief description of the survey, the guidelines that will be followed, and a sample copy of the survey questionnaire. I should mention that the results of the survey will be sent to you and each of the persons in your institution who participate in the survey.

Thank you in advance for your help.

Sincerely,

Sidney S. Micek
Director
Outcomes of Postsecondary
Education Project

SSM:bb

Enclosure

GUIDELINES FOR NCHEMS'

HIGHER EDUCATION OUTCOME

MEASURES IDENTIFICATION STUDY

The major purpose of the survey is twofold. First, the survey is an attempt to begin identifying the higher education outcome measures valued by different decision makers involved in and concerned with colleges and universities. Second, the survey is intended to provide us with a better understanding of how best to implement the full-scale survey.

The following components are required if the survey is to be successful in obtaining the responses of the institutionally-based decision makers.

1. The designated NCHEMS liaison officer at each institution selected for the study must be willing to assist us in distributing questionnaires to the persons to be surveyed in his institution.

2. The responses to the questionnaire should be prompt. Our schedule assumes that:

   a. The NCHEMS liaison officer, once he receives the packet of questionnaires, will distribute the questionnaires to the appropriate persons within a 2-day period.

   b. The respondent will return his questionnaire directly to NCHEMS (a return envelope will be provided with each questionnaire) within one week after he has received it.

   c. If any of the questionnaires are not returned to NCHEMS within two weeks after they have been sent to the NCHEMS liaison officer, follow-up questionnaires will be mailed to the liaison officer for those persons who did not return the initial questionnaire.

3. The anonymity of the respondents and the institutions will be maintained. Data will be reported only in summary form by type of decision maker and type of institution.

4. The questionnaires will require about 30 minutes to complete. This amount of time is necessary because the questionnaire contains a relatively long list of outcome measures that are potentially needed.

Our intention is to distribute the results of the survey in the form of a research report. The designated NCHEMS liaison officer and each of the survey participants will receive a copy of the report. Also, we feel the survey results will not only help us in identifying the outcome measures that are needed, but will have a much wider use and interest.

BEST COPY AVAILABLE

#3

National Center for Higher Education Management Systems

WESTERN INTERSTATE COMMISSION FOR HIGHER EDUCATION
P.O. Drawer P Boulder, Colorado 80302 (303) 449-3333
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Temple University

FRED WELLMAN
Illinois Junior College Board

MARTIN ZEIGLER
University of Illinois

April 11, 1974

Dear Respondent:

The National Center for Higher Education Management Systems (NCHEMS) is making progress in helping higher education decision makers better understand and use information about the outcomes as well as the costs of higher education institutions and their programs. However, one of our major concerns is identifying the specific outcome information higher education decision makers need for carrying out their planning and management responsibilities. We recognize that while there is likely to be a body of outcome information useful to all decision makers, quite often special and unique information needs will exist because of differences in the responsibilities of individual decision makers.

As an initial step in dealing with this problem NCHEMS is conducting a broad survey of higher education decision makers to identify the specific outcome measures or indicators they feel they need to better carry out their decision-making responsibilities concerning higher education institutions and programs. Participants in the survey include institutionally-based decision makers from community colleges, private and public four-year colleges, and private and public universities. In particular, college presidents, and top-level administrators for academic planning, student affairs, and budget and finance will be surveyed. Also included in the survey will be non-institutionally based decision makers such as state legislators, and directors of state higher education boards and coordinating councils. The results of this survey will help us identify the important outcome measures and thereby begin developing procedures that will help you and other decision makers obtain the outcome information you need.

The purpose of this letter is to ask you for your help in our Higher Education Outcome Measures Identification Study. By completing the enclosed questionnaire you will help us: (1) gain a perspective of the higher education outcome measures that you need in your position, and (2) establish priorities for identifying and developing procedures for obtaining the outcome measures. A summary of the survey will be sent to each respondent.

Instructions for filling out the enclosed questionnaire are attached to the questionnaire. Please return your completed questionnaire by April 30, 1974.

Thank you in advance for your help.

Sincerely,

Sid Micek

Sidney S. Micek
Director
Outcomes of Postsecondary
Education Project

SSM:cg

enclosure

HIGHER EDUCATION OUTCOME MEASURES IDENTIFICATION STUDY

National Center for Higher Education
Management Systems at WICHE

April, 1974

INTRODUCTORY COMMENTS

The purpose of this questionnaire is to obtain your opinion about the outcome measures (or indicators) that you feel would provide the information you need for carrying out your decision-making responsibilities concerning your institution and its programs. For clarification purposes, outcome measures quantitatively express the results achieved or the products generated by the institution or its programs during a given time period. You are asked to keep this definition in mind as you register your responses to the questionnaire.

We would appreciate receiving your completed questionnaire in the enclosed envelope as soon as possible.

You should note that your responses will be kept strictly confidential. Results will be reported only in summary form. We are asking you to write in your name below so we can identify those persons who have returned the questionnaires.

Your name:_____

Your present position:_____

Your institution:_____

SECTION I

The potential measures or indicators of the outcomes of higher education institutions and their programs that are listed in this questionnaire have been organized into ten outcome areas or categories. However, before identifying the extent to which you need each outcome measure for carrying out your decision-making responsibilities, we would like you to indicate the extent to which you feel it is important for you to have information relative to the ten areas into which the outcome measures have been organized.

Example Response:

In terms of your decision-making responsibilities concerning higher education institutions and their programs, how important is it for you to have information regarding each of the following outcome areas? Please check (✓) your answer.	Of No Importance	Of Low Importance	Of Medium Importance	Of High Importance	Of Extremely High Importance
OUTCOME AREA A: STUDENT KNOWLEDGE AND SKILLS DEVELOPMENT					✓
- Information about student understanding, competencies, and attitudes relative to bodies of facts and principles and use of their intellectual and physical abilities.					

BEGIN ON THE BACK SIDE OF THIS PAGE

In terms of your decision-making responsibilities concerning higher education institutions and their programs, how important is it for you to have information regarding each of the following outcome areas? Please check (✓) your answer.	Of No Importance	Of Low Importance	Of Medium Importance	Of High Importance	Of Extremely High Importance
OUTCOME AREA A: STUDENT KNOWLEDGE AND SKILLS DEVELOPMENT - Information about student understanding, competencies, and attitudes relative to bodies of facts and principles and use of their intellectual and physical abilities.	___	___	___	___	___
OUTCOME AREA B: STUDENT EDUCATIONAL CAREER DEVELOPMENT - Information about student attitudes and success concerning certain academic pursuits (e.g., student educational degree aspirations and attainments).	___	___	___	___	___
OUTCOME AREA C: STUDENT EDUCATION SATISFACTION - Information that indicates the satisfaction of students about the knowledge and skills they have acquired and their progress toward their education and occupation career objectives.	___	___	___	___	___
OUTCOME AREA D: STUDENT OCCUPATIONAL CAREER DEVELOPMENT - Information about student attitudes and success concerning certain occupational goals and their job performance.	___	___	___	___	___
OUTCOME AREA E: STUDENT PERSONAL DEVELOPMENT - Information about changes in students concerning the growth and maintenance of their personal life (e.g., their ability to adapt to new situations, their self-concept, etc.).	___	___	___	___	___
OUTCOME AREA F: STUDENT SOCIAL/CULTURAL DEVELOPMENT - Information about student abilities and attitudes in dealing with people and their interest in cultural activities.	___	___	___	___	___
OUTCOME AREA G: COMMUNITY EDUCATIONAL DEVELOPMENT - Information about the attitudes and success of nonmatriculating participants* concerning their acquisition of knowledge and skills, personal and social development, and occupational career goals and performance.	___	___	___	___	___
OUTCOME AREA H: COMMUNITY SERVICE - Information about the impact of the opportunities and services provided by the institution and received by the community (e.g., agricultural extension services, cultural and recreational opportunities, etc.).	___	___	___	___	___
OUTCOME AREA I: COMMUNITY IMPACT - Information about the impact of an institution's programs and its faculty, staff and students (current and former) on the financial health, manpower supply, and attitudes of the community (local, state, or national).	___	___	___	___	___
OUTCOME AREA J: DEVELOPMENT OF NEW KNOWLEDGE AND ART - Information about new knowledge and art forms created, applied, and reorganized as a result of an institution's programs and its faculty, staff and students (current and former).	___	___	___	___	___

*Nonmatriculating participants are those persons participating in the instructional programs of the institution (credit and non-credit) but who are not seeking a degree, diploma, or certificate. This includes the faculty/staff in the institution.

SECTION II

This section presents a list of potential outcome measures of a vareity of higher education outcomes that have been organized into the ten outcome areas listed in the previous section.

For each outcome measure listed, you are to answer two questions: (A) To what extent do you feel that measure would help provide the information you need for making decisions concerning your institution and its programs? and (B) Do you currently have access to that measure?

While the list of outcome measures in this section has been developed through the input of a wide range of higher education practitioners and researchers, it is not claimed to be exhaustive. As a result, space has been provided following each area of outcome measures for you to write in any additional outcome measures you feel would provide useful information.

Example Response:

For each outcome measure listed below, please answer questions A and B in terms of your decision-making responsibilities relative to your institution and its programs.	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
1. Number and percentage of the graduates surveyed securing a job within a certain time period.	—	—	✓	—	—	✓
2. Number of research publications per faculty member within a certain time period.	—	✓	—	✓	—	—

BEGIN ON THE NEXT PAGE

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
OUTCOME AREA A: STUDENT KNOWLEDGE AND SKILLS DEVELOPMENT OUTCOME MEASURES						
1. Student scores on tests that indicate development in their <u>breadth</u> of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	___	___	___	___	___	___
2. Student scores on tests that indicate development in their <u>depth</u> of knowledge concerning facts and principles in the particular fields in which a student elects to study.	___	___	___	___	___	___
3. Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	___	___	___	___	___	___
4. Student scores on tests that indicate their ability to <u>apply</u> general or specialized knowledge to a problem and to implement a solution.	___	___	___	___	___	___
5. Student scores on tests that indicate their ability to <u>analyze</u> problems (e.g., the recognition of biased points in an article or speech).	___	___	___	___	___	___
6. Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	___	___	___	___	___	___
7. Student scores on tests that indicate their ability to read, write, speak, and/or listen.	___	___	___	___	___	___
8. Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	___	___	___	___	___	___
9. Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	___	___	___	___	___	___
10. Number and percentage of students surveyed who have participated in activities that enhance their athletic skills (e.g., intramural and varsity sports).	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning STUDENT KNOWLEDGE AND SKILLS DEVELOPMENT that you feel would provide you with the information you need. 7

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
OUTCOME AREA B: STUDENT EDUCATIONAL CAREER DEVELOPMENT OUTCOME MEASURES						
1. Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	___	___	___	___	___	___
2. Number and percentage of students surveyed who have changed majors (lower division, upper division, and/or graduate) within a certain time period.	___	___	___	___	___	___
3. Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	___	___	___	___	___	___
4. Number of awards and citations received per student and/or former student for their academic performance.	___	___	___	___	___	___
5. Number of students receiving a degree, diploma, and certificate within a certain time period.	___	___	___	___	___	___
6. Average amount of time it takes a student to earn a degree, diploma, or certificate.	___	___	___	___	___	___
7. Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	___	___	___	___	___	___
8. Number and percentage of graduates for the year who transferred from another school.	___	___	___	___	___	___
9. Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	___	___	___	___	___	___
10. Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	___	___	___	___	___	___

For each outcome measure listed below, please answer questions A and B in terms of your decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
11. Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	___	___	___	___	___	___
12. Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	___	___	___	___	___	___
13. Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruction.	___	___	___	___	___	___
14. Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning STUDENT EDUCATIONAL CAREER DEVELOPMENT that you feel would provide you with the information you need.

For each outcome measure listed below, please answer questions A and B in terms of your decision-making responsibilities relative to your institution and its programs.	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)			10
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure	
OUTCOME AREA C: STUDENT EDUCATIONAL SATISFACTION OUTCOME MEASURES							
1. Number and percentage of former students surveyed who indicate that they would send their children to the same school.	___	___	___	___	___	___	
2. Average amount of alumni gifts within a certain time period after graduation.	___	___	___	___	___	___	
3. Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	___	___	___	___	___	___	
4. Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	___	___	___	___	___	___	
5. Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	___	___	___	___	___	___	
6. Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	___	___	___	___	___	___	
7. Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	___	___	___	___	___	___	
8. Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	___	___	___	___	___	___	

In the spaces below, please write in any additional outcome measures concerning STUDENT EDUCATIONAL SATISFACTION that you feel would provide you with the information you need.	11

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	yes	No	Not sure
<u>OUTCOME AREA D:</u> STUDENT OCCUPATIONAL CAREER DEVELOPMENT OUTCOME MEASURES	X	X	X	X	X	X
1. Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	___	___	___	___	___	___
2. Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	___	___	___	___	___	___
3. Average first salary of former students.	___	___	___	___	___	___
4. Distribution of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	___	___	___	___	___	___
5. Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	___	___	___	___	___	___
6. Number of professional occupation awards and citations received per former student surveyed.	___	___	___	___	___	___
7. Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	___	___	___	___	___	___
8. Number of voluntary/involuntary changes in <u>employment</u> within a given time period per former student surveyed.	___	___	___	___	___	___
9. Number of voluntary/involuntary changes in <u>career field</u> within a given time period per former student surveyed.	___	___	___	___	___	___
10. Average first salary expectations of students.	___	___	___	___	___	___

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
11. Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	___	___	___	___	___	___
12. Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	___	___	___	___	___	___
13. Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning STUDENT OCCUPATIONAL CAREER DEVELOPMENT that you feel would provide you with the information you need.

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
OUTCOME AREA E: STUDENT PERSONAL DEVELOPMENT OUTCOME MEASURES	X		X		X	
1. Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	___	___	___	___	___	___
2. Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	___	___	___	___	___	___
3. Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	___	___	___	___	___	___
4. Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	___	___	___	___	___	___
5. Number and percentage of students and/or former students surveyed who regularly attend religious services.	___	___	___	___	___	___
6. Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	___	___	___	___	___	___
7. Student and/or former student scores on a scale measuring their perceptions about their self-image.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning STUDENT PERSONAL DEVELOPMENT that you feel would provide you with the information you need.

For each outcome measure listed below, please answer questions A and B in terms of your decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
OUTCOME AREA F: STUDENT SOCIAL/CULTURAL DEVELOPMENT OUTCOME MEASURES						
1. Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	___	___	___	___	___	___
2. Number of awards and citations earned per student and/or former student for social contributions.	___	___	___	___	___	___
3. Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	___	___	___	___	___	___
4. Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	___	___	___	___	___	___
5. Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	___	___	___	___	___	___
6. Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	___	___	___	___	___	___
7. Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	___	___	___	___	___	___
8. Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	___	___	___	___	___	___
9. Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	___	___	___	___	___	___
10. Student and/or former student scores on a scale measuring their political attitudes and beliefs.	___	___	___	___	___	___

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
11. Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	___	___	___	___	___	___
12. Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	___	___	___	___	___	___
13. Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	___	___	___	___	___	___
14. Student and/or former student scores on a scale measuring their current and desired social and economic level.	___	___	___	___	___	___
15. Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	___	___	___	___	___	___
16. Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning STUDENT SOCIAL/CULTURAL DEVELOPMENT that you feel would provide you with the information you need.

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
<u>OUTCOME AREA G:</u> COMMUNITY EDUCATIONAL DEVELOPMENT OUTCOME MEASURES	X	X	X	X	X	X
1. Number of nonmatriculating participants* enrolled in instructional programs as a percentage of the total number of persons in those programs.	___	___	___	___	___	___
2. Nonmatriculating participant* scores on a scale measuring their degree of satisfaction with their educational experience.	___	___	___	___	___	___
3. Number and percentage of nonmatriculating participants* surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	___	___	___	___	___	___
4. Scores of nonmatriculating participants*, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	___	___	___	___	___	___
5. Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	___	___	___	___	___	___
6. Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning COMMUNITY EDUCATIONAL DEVELOPMENT that you feel would provide you with the outcome information you need.

* <u>Nonmatriculating participants</u> are those persons participating in the instructional programs of the institution (credit and noncredit) but who are not seeking a degree, diploma, or certificate. This includes the faculty/staff in the institution.

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
OUTCOME AREA H: COMMUNITY SERVICE OUTCOME MEASURES	X	X	X	X	X	X
1. Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	___	___	___	___	___	___
2. Estimated replacement value of specific community services received by individuals or organizations that receive the services.	___	___	___	___	___	___
3. Ratio of total income for community services to total budget for community services.	___	___	___	___	___	___
4. Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management, or technical role.	___	___	___	___	___	___
5. Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	___	___	___	___	___	___
6. Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	___	___	___	___	___	___
7. Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning COMMUNITY SERVICE that you feel would provide you with the information you need.

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
OUTCOME AREA I: COMMUNITY IMPACT OUTCOME MEASURES	X	X	X	X	X	X
1. Number and percentage of students who are employed in businesses, agencies and organizations in the community.	___	___	___	___	___	___
2. Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	___	___	___	___	___	___
3. Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	___	___	___	___	___	___
4. Faculty/staff and student expenditures in the community within a certain time period.	___	___	___	___	___	___
5. Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	___	___	___	___	___	___
6. Amount of land removed from the community tax base as a result of the existence of the institution.	___	___	___	___	___	___
7. Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	___	___	___	___	___	___
8. Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	___	___	___	___	___	___
9. Value of community business properties attributable to institution-related expenditures.	___	___	___	___	___	___
10. Amount and percentage of the local credit base due to institution-related deposits in community banks.	___	___	___	___	___	___

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
11. Extent to which the presence of the institution influences businesses locating in the community.	___	___	___	___	___	___
12. Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	___	___	___	___	___	___
13. Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	___	___	___	___	___	___
14. Geographic distribution of alumni.	___	___	___	___	___	___
15. Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	___	___	___	___	___	___
16. Number of persons from the community employed by the institution.	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning COMMUNITY IMPACT that you feel would provide you with the information you need.

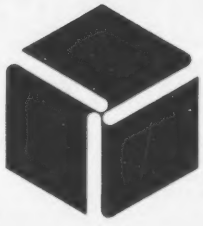
For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
<u>OUTCOME AREA J:</u> DEVELOPMENT OF NEW KNOWLEDGE AND ART OUTCOME MEASURES						
1. Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	___	___	___	___	___	___
2. Number of times a given publication is cited in bibliographies of other authors within a certain time period.	___	___	___	___	___	___
3. Number of articles published per faculty/staff member in prestigious journals within a certain time period.	___	___	___	___	___	___
4. Number of papers presented at professional meetings per student, former student, and/or faculty/staff member within a certain time period.	___	___	___	___	___	___
5. Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	___	___	___	___	___	___
6. Average amount of faculty time spent in selected research and art producing activities.	___	___	___	___	___	___
7. Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	___	___	___	___	___	___
8. Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	___	___	___	___	___	___
9. Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	___	___	___	___	___	___
10. Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	___	___	___	___	___	___

For each outcome measure listed below, please answer questions A and B in terms of <u>your</u> decision-making responsibilities relative to your institution and its programs.

	Question A: To what extent do you need this outcome measure? (check one)			Question B: Do you have access to this outcome measure? (check one)		
	Do not need to know	Would like to know but not crucial	Need to know	Yes	No	Not sure
11. Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	___	___	___	___	___	___
12. Judgments of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	___	___	___	___	___	___
13. Number and percentage of graduates engaged in research activities.	___	___	___	___	___	___
14. Number and percentage of faculty/staff and students <u>invited</u> to participate in professional meetings and conferences.	___	___	___	___	___	___
15. Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	___	___	___	___	___	___

In the spaces below, please write in any additional outcome measures concerning DEVELOPMENT OF NEW KNOWLEDGE AND ART that you feel would provide you with the information you need.



National Center for Higher Education Management Systems

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Temple University

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Illinois Community College Board

April 11, 1974

Dear (name of state-level planner):

The National Center for Higher Education Management Systems (NCHEMS) is making progress in helping higher education decision makers better understand and use information about the outcomes as well as the costs of higher education institutions and their programs. However, one of our major concerns is identifying the specific outcome information higher education decision makers need for carrying out their planning and management responsibilities. We recognize that while there is likely to be a body of outcome information useful to all decision makers, quite often special and unique information needs will exist because of differences in the responsibilities of individual decision makers.

As an initial step in dealing with this problem, NCHEMS is conducting a broad survey of higher education decision makers to identify the specific outcome measures or indicators they feel they need to better carry out their decision-making responsibilities concerning higher education institutions and programs. Participants in the survey include institutionally-based decision makers from community colleges, private and public four-year colleges, and private and public universities. In particular, college presidents, and top-level administrators for academic planning, student affairs, and budget and finance will be surveyed. Also included in the survey are noninstitutionally-based decision makers such as state legislators and directors of state higher education boards and coordinating councils. The results of this survey will help us identify the important outcome measures and thereby begin developing procedures that will help you and other decision makers obtain the outcome information you need.

The purpose of this letter is to ask you for your help in the Higher Education Outcome Measures Identification Study. We would like you or a member of your professional staff to complete the enclosed questionnaire. The responses to the completed questionnaire will help us: (1) gain a perspective of the higher education outcome measures that state-level planners and decision makers need in discharging their responsibilities and (2) establish priorities for identifying and developing procedures for obtaining needed outcome measures. For your information, a copy of the summary report of the survey will be sent to you.

Instructions for filling out the enclosed questionnaire are attached to the questionnaire. Please return your completed questionnaire in the enclosed envelope by April 26, 1974.

Thank you in advance for your help.

Sincerely,

Sidney S. Micek
Director
Outcomes of Postsecondary
Education Project

Enclosure

SSM:bb

#6

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The Bryman-Medix School

MARVIN WACHMAN
Temple University

FRED WELLMAN
Illinois Community College Board

April 11, 1974

Dear (name of state legislator):

The National Center for Higher Education Management Systems (NCHEMS) is making progress in helping higher education decision makers better understand and use information about the outcomes as well as the costs of higher education institutions and their programs. However, one of our major concerns is identifying the specific outcome information higher education decision makers need for carrying out their planning and management responsibilities. We recognize that while there is likely to be a body of outcome information useful to all decision makers, quite often special and unique information needs will exist because of differences in the responsibilities of individual decision makers.

As an initial step in dealing with this problem, NCHEMS is conducting a broad survey of higher education decision makers to identify the specific outcome measures or indicators they feel they need to better carry out their decision-making responsibilities concerning higher education institutions and programs. Participants in the survey include institutionally-based decision makers from community colleges, private and public four-year colleges, and private and public universities. In particular, college presidents, and top-level administrators for academic planning, student affairs, and budget and finance will be surveyed. Also included in the survey are noninstitutionally-based decision makers such as state legislators and directors of state higher education boards and coordinating councils. The results of this survey will help us identify the important outcome measures and thereby begin developing procedures that will help you and other decision makers obtain the outcome information you need.

The purpose of this letter is to ask you for your help in the Higher Education Outcome Measures Identification Study. By completing the enclosed questionnaire you will help us: (1) gain a perspective of the higher education outcome measures that you need in your state level position and (2) establish priorities for identifying and developing procedures for obtaining needed outcome measures. The results of the survey will be sent to you.

Instructions for filling out the enclosed questionnaire are attached to the questionnaire. Please return your completed questionnaire in the enclosed envelope by April 26, 1974.

Thank you in advance for your help.

Sincerely,

Sidney S. Micek
Director
Outcomes of Postsecondary
Education Project

Enclosure

SSM:bb

APPENDIX B

Institutions Involved in the Study

The institutions, from which the college administrators' groups were obtained in the study, were selected from the group of institutions that participate in the National Center for Higher Education Management Systems' cooperative program. At the time the study was initiated, institutions participated in the Center at one of four levels.* The four were:

Level I: Observers

Participation at Level I involves a minimum commitment. Participants at this level will be considered interested observers.

Level II

This level marks the beginning of active participation in the Center. Participants at this level are considered potential users of, but not contributors to, the development of the products of the Center.

Level III

This level of participation implies active participation as both user of and contributor to the development of the products of the program.

Level IV

This level of participation is the same as for Level III with an additional commitment to the general study of cost benefit analysis in higher education, and specifically to the identification and measurement of the outputs of higher education.

It should be mentioned that these levels were designed to provide a rough rule of thumb for facilitating discussion and understanding of the role of institutions and agencies in the Center's cooperative program.

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*According to NCHEMS' new policies and procedures, those institutions or agencies that wish to become actively involved in the Center through use of its products and through contributions to the program may become participants in the program. No longer are institutions or agencies categorized by level of participation.

The following institutions participated in the study:

Community Colleges Levels I and II

Central YMCA Community College
County College of Morris
Essex County College
Genessee Community College
Illinois Eastern Junior College
Indian River Junior College
Milwaukee Area Technical College
Northeastern Junior College
Parkland College
St. Johns River Junior College

Community Colleges Levels III and IV

Anoka-Ramsey Community College
Community College of Philadelphia
El Paso Community College
Manatee Junior College
Normandale Community College
North Dakota State School of Science
Northampton County Area Community College
Schoolcraft College
Tallahassee Junior College
Worthington Community College

Private Four-Year Colleges Levels I and II

Augustana College
Berry College
Colorado Women's College
College of Saint Elizabeth
Chapman College
College of the Holy Name
Menlo College
New England College
Ricks College
Stevens Institute of Technology

Private Four-Year Colleges Levels III and IV

Ambassador College
Emerson College
Hiram College
Hendrix College
Mercy College of Detroit
Macalester College
Rider College
St. Joseph's College (Indiana)
Tuckegee Institute
Union College (New York)

Public Four-Year Colleges Levels I and II

Concord College
California State College at San Bernardino
Dakota State College
Kansas State College of Pittsburg
Norfolk State College
Stockton State College
Saginaw Valley College
Winona State College

Public Four-Year Colleges Levels III and IV

Central Washington State College
California State College (Pennsylvania)
Cheyney State College
East Stroudsburg State College
Kutztown State College
Oregon Institute of Technology
Slippery Rock State College
Southern Oregon College
Worcester State College

Private Universities Levels I and II

University of Dubuque
Illinois Institute of Technology
Ottawa University
Pacific University
St. John's University
University of Santa Clara
Samford University
Villanova University
Xavier University of Louisiana
Yale University

Private Universities Levels III and IV

Bradley University
Cornell University
DePaul University
Duke University
Emory University
Furman University
Oral Roberts University
University of Pennsylvania
University of Rochester
Stanford University

Public Universities Levels I and II

University of Alabama
University of California at Santa Barbara
California State University at Fullerton
University of Massachusetts at Boston
Northeastern Illinois State University
University of North Dakota
Northern Illinois University
Northern Michigan University
Utah State University
University of Wyoming

Public Universities Levels III and IV

University of Alaska
East Carolina University
Illinois State University
Iowa State University
University of Massachusetts at Amherst
University of Mississippi
Purdue University
University of Vermont
Washington State Universtiy

APPENDIX C

Additional Tabular Displays of the Survey Responses

Appendix C consists of descriptive tables showing the responses of various groups to the Higher Education Outcome Measures Identification Study survey instrument. Included in these tables are the distribution of responses of the survey participants to all of the measures investigated in the study. By providing data in this form it is hoped that the interest and creative talents of others might be stimulated and that further discussion of the results of the study might evolve.

While it is felt that the tables presented here contain a wealth of data it is possible that they will be insufficient for some research interests. Therefore, the National Center for Higher Education Management Systems will make the original data available to interested parties for the cost of reproducing the data deck and postage. Inquiries should be addressed to Dr. Sidney S. Micek, NCHEMS at WICHE, P.O. Drawer P, Boulder, Colorado 80302.

TABLE C.1

The Percentage and Number of
Responses to the "Needs" Question by
Type of College Administrator*

*It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	PRESIDENT	36.5 (19)	46.2 (24)	17.3 (9)
		ACAD AFF	47.5 (29)	34.4 (21)	18.0 (11)
		STUDENT AFF	41.5 (27)	53.8 (35)	4.6 (3)
		BUDGET-FIN	5.4 (3)	26.8 (15)	67.9 (38)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	PRESIDENT	38.5 (20)	44.2 (23)	17.3 (9)
		ACAD AFF	49.2 (30)	34.4 (21)	16.4 (10)
		STUDENT AFF	32.3 (21)	61.5 (40)	6.2 (4)
		BUDGET-FIN	7.1 (4)	26.8 (15)	66.1 (37)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	PRESIDENT	40.0 (20)	46.0 (23)	14.0 (7)
		ACAD AFF	44.3 (27)	41.0 (25)	14.8 (9)
		STUDENT AFF	27.7 (18)	55.4 (36)	16.9 (11)
		BUDGET-FIN	7.1 (4)	46.4 (26)	46.4 (26)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	PRESIDENT	30.8 (16)	50.0 (26)	19.2 (10)
		ACAD AFF	43.3 (26)	40.0 (24)	16.7 (10)
		STUDENT AFF	26.2 (17)	61.5 (40)	12.3 (8)
		BUDGET-FIN	8.9 (5)	26.8 (15)	64.3 (36)
A-5	Student scores on tests that indicate their ability to analyze problems (e.g., the recognition of biased points in an article or speech).	PRESIDENT	30.8 (16)	51.9 (27)	17.3 (9)
		ACAD AFF	43.3 (26)	43.3 (26)	13.3 (8)
		STUDENT AFF	21.9 (14)	60.9 (39)	17.2 (11)
		BUDGET-FIN	9.1 (5)	21.8 (12)	69.1 (38)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	PRESIDENT	3.8 (2)	34.6 (18)	61.5 (32)
		ACAD AFF	3.3 (2)	33.3 (20)	63.3 (38)
		STUDENT AFF	1.5 (1)	50.8 (33)	47.7 (31)
		BUDGET-FIN	7.1 (4)	33.9 (19)	58.9 (33)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	PRESIDENT	59.6 (31)	28.8 (15)	11.5 (6)
		ACAD AFF	65.0 (39)	18.3 (11)	16.7 (10)
		STUDENT AFF	72.3 (47)	23.1 (15)	4.6 (3)
		BUDGET-FIN	10.7 (6)	37.5 (21)	51.8 (29)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	PRESIDENT	19.2 (10)	48.1 (25)	32.7 (17)
		ACAD AFF	13.3 (8)	43.3 (26)	43.3 (26)
		STUDENT AFF	31.2 (20)	53.1 (34)	15.6 (10)
		BUDGET-FIN	1.8 (1)	33.9 (19)	64.3 (36)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	PRESIDENT	0.0 (0)	32.7 (17)	67.3 (35)
		ACAD AFF	6.7 (4)	30.0 (18)	63.3 (38)
		STUDENT AFF	9.2 (6)	47.7 (31)	43.1 (28)
		BUDGET-FIN	3.6 (2)	12.5 (7)	83.9 (47)
A-10	Number and percentage of students surveyed who have participated in activities that enhance their athletic skills (e.g., intramural and varsity sports).	PRESIDENT	9.8 (5)	39.2 (20)	51.0 (26)
		ACAD AFF	6.7 (4)	38.3 (23)	55.0 (33)
		STUDENT AFF	16.9 (11)	56.9 (37)	26.2 (17)
		BUDGET-FIN	3.6 (2)	41.1 (23)	55.4 (31)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	PRESIDENT	52.9 (27)	39.2 (20)	7.8 (4)
		ACAD AFF	48.3 (29)	45.0 (27)	6.7 (4)
		STUDENT AFF	50.8 (33)	43.1 (28)	6.2 (4)
		BUDGET-FIN	25.0 (14)	41.1 (28)	33.9 (19)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period.	PRESIDENT	37.3 (19)	51.0 (26)	11.8 (6)
		ACAD AFF	48.3 (29)	41.7 (25)	10.0 (6)
		STUDENT AFF	40.0 (26)	49.2 (32)	10.8 (7)
		BUDGET-FIN	19.6 (11)	35.7 (20)	44.6 (25)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	PRESIDENT	54.9 (28)	31.4 (16)	13.7 (7)
		ACAD AFF	53.3 (32)	35.0 (21)	11.7 (7)
		STUDENT AFF	40.6 (26)	40.6 (26)	18.7 (12)
		BUDGET-FIN	44.6 (25)	28.6 (16)	26.8 (15)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	PRESIDENT	19.6 (10)	54.9 (28)	25.5 (13)
		ACAD AFF	16.9 (10)	55.9 (33)	27.1 (16)
		STUDENT AFF	26.2 (17)	56.9 (37)	16.9 (11)
		BUDGET-FIN	7.1 (4)	33.9 (19)	58.9 (33)
B-5	Number of students receiving a degree, diploma, or certificate within a certain time period.	PRESIDENT	84.0 (42)	14.0 (7)	2.0 (1)
		ACAD AFF	78.3 (47)	20.0 (12)	1.7 (1)
		STUDENT AFF	70.3 (45)	25.0 (16)	4.7 (3)
		BUDGET-FIN	53.6 (30)	25.0 (14)	21.4 (12)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	PRESIDENT	56.9 (29)	41.2 (21)	2.0 (1)
		ACAD AFF	55.9 (33)	39.0 (23)	5.1 (3)
		STUDENT AFF	55.4 (36)	36.9 (24)	7.7 (5)
		BUDGET-FIN	42.9 (24)	32.1 (18)	25.0 (14)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	PRESIDENT	72.5 (37)	23.5 (12)	3.9 (2)
		ACAD AFF	61.7 (37)	35.0 (21)	3.3 (2)
		STUDENT AFF	60.0 (39)	36.9 (24)	3.1 (2)
		BUDGET-FIN	53.6 (30)	21.4 (12)	25.0 (14)
B-8	Number and percentage of graduates for the year who transferred from another school.	PRESIDENT	62.7 (32)	33.3 (17)	3.9 (2)
		ACAD AFF	56.7 (34)	40.0 (24)	3.3 (2)
		STUDENT AFF	63.1 (41)	29.2 (19)	7.7 (5)
		BUDGET-FIN	41.1 (23)	33.9 (19)	25.0 (14)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma, or certificate during a particular academic term or year.	PRESIDENT	70.6 (36)	29.4 (15)	0.0 (0)
		ACAD AFF	68.3 (41)	30.0 (18)	1.7 (1)
		STUDENT AFF	86.2 (56)	10.8 (7)	31.2 (2)
		BUDGET-FIN	58.9 (33)	25.0 (14)	16.1 (9)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	PRESIDENT	49.0 (24)	42.9 (21)	8.2 (4)
		ACAD AFF	43.3 (26)	45.0 (27)	11.7 (7)
		STUDENT AFF	44.6 (29)	41.5 (27)	13.8 (9)
		BUDGET-FIN	21.8 (12)	47.3 (26)	30.9 (17)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	PRESIDENT	27.5 (14)	60.8 (31)	11.8 (6)
		ACAD AFF	28.3 (17)	63.3 (38)	8.3 (5)
		STUDENT AFF	29.2 (19)	52.3 (34)	18.5 (12)
		BUDGET-FIN	12.7 (7)	50.9 (28)	36.4 (20)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	PRESIDENT	31.4 (16)	49.0 (25)	19.6 (10)
		ACAD AFF	36.7 (22)	50.0 (30)	13.3 (8)
		STUDENT AFF	35.4 (23)	53.8 (35)	10.8 (7)
		BUDGET-FIN	7.1 (4)	37.5 (21)	55.4 (31)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruction.	PRESIDENT	30.0 (15)	52.0 (26)	18.0 (9)
		ACAD AFF	25.0 (15)	55.0 (33)	20.0 (12)
		STUDENT AFF	49.2 (32)	44.6 (29)	6.2 (4)
		BUDGET-FIN	5.4 (3)	39.3 (22)	55.4 (31)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	PRESIDENT	34.0 (17)	48.0 (24)	18.0 (9)
		ACAD AFF	28.3 (17)	60.0 (36)	11.7 (7)
		STUDENT AFF	30.8 (20)	56.9 (37)	12.3 (8)
		BUDGET-FIN	7.1 (4)	28.6 (16)	64.3 (36)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	PRESIDENT	30.8 (16)	53.8 (28)	15.4 (8)
		ACAD AFF	26.7 (16)	60.0 (36)	13.3 (8)
		STUDENT AFF	30.8 (20)	58.5 (38)	10.8 (7)
		BUDGET-FIN	17.9 (10)	62.5 (35)	19.6 (11)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
C-2	Average amount of alumni gifts within a certain time period after graduation.	PRESIDENT	28.8 (15)	59.6 (31)	11.5 (6)
		ACAD AFF	18.3 (11)	40.0 (24)	41.7 (25)
		STUDENT AFF	10.9 (7)	57.8 (37)	31.2 (20)
		BUDGET-FIN	50.0 (28)	35.7 (20)	14.3 (8)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	PRESIDENT	46.2 (24)	46.2 (24)	7.7 (4)
		ACAD AFF	53.3 (32)	40.0 (24)	6.7 (4)
		STUDENT AFF	53.8 (35)	44.6 (29)	1.5 (1)
		BUDGET-FIN	23.2 (13)	48.2 (27)	28.6 (16)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	PRESIDENT	48.1 (25)	42.3 (22)	9.6 (5)
		ACAD AFF	41.7 (25)	48.3 (29)	10.0 (6)
		STUDENT AFF	41.5 (27)	49.2 (32)	9.2 (6)
		BUDGET-FIN	19.6 (11)	37.5 (21)	42.9 (24)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	PRESIDENT	36.5 (19)	50.0 (26)	13.5 (7)
		ACAD AFF	31.7 (19)	50.0 (30)	18.3 (11)
		STUDENT AFF	47.7 (31)	49.2 (32)	3.1 (2)
		BUDGET-FIN	12.5 (7)	37.5 (21)	50.0 (28)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	PRESIDENT	36.5 (19)	50.0 (26)	13.5 (7)
		ACAD AFF	26.7 (16)	51.7 (31)	21.7 (13)
		STUDENT AFF	49.2 (32)	46.2 (30)	4.6 (3)
		BUDGET-FIN	8.9 (5)	39.3 (22)	51.8 (29)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	PRESIDENT	48.1 (25)	42.3 (22)	9.6 (5)
		ACAD AFF	40.0 (24)	48.3 (29)	11.7 (7)
		STUDENT AFF	63.1 (41)	35.4 (23)	1.5 (1)
		BUDGET-FIN	17.9 (10)	48.2 (27)	33.9 (19)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	PRESIDENT	48.1 (25)	42.3 (22)	9.6 (5)
		ACAD AFF	45.0 (27)	45.0 (27)	10.0 (6)
		STUDENT AFF	61.5 (40)	36.9 (24)	1.5 (1)
		BUDGET-FIN	16.1 (9)	51.8 (29)	32.1 (18)
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	PRESIDENT	51.9 (27)	44.2 (23)	3.8 (2)
		ACAD AFF	46.7 (28)	45.0 (27)	8.3 (5)
		STUDENT AFF	54.7 (35)	37.5 (24)	7.8 (5)
		BUDGET-FIN	14.3 (8)	60.7 (34)	25.0 (14)
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	PRESIDENT	28.8 (15)	57.7 (30)	13.5 (7)
		ACAD AFF	25.0 (15)	55.0 (33)	20.0 (12)
		STUDENT AFF	46.9 (30)	39.1 (25)	14.1 (9)
		BUDGET-FIN	14.3 (8)	48.2 (27)	37.5 (21)
D-3	Average first salary of former students.	PRESIDENT	17.3 (9)	75.0 (39)	7.7 (4)
		ACAD AFF	31.7 (19)	48.3 (29)	20.0 (12)
		STUDENT AFF	42.2 (27)	46.9 (30)	10.9 (7)
		BUDGET-FIN	10.7 (6)	57.1 (32)	32.1 (18)
D-4	Distribution of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	PRESIDENT	17.3 (9)	73.1 (38)	9.6 (5)
		ACAD AFF	22.0 (13)	55.9 (33)	22.0 (13)
		STUDENT AFF	28.1 (18)	57.8 (37)	14.1 (9)
		BUDGET-FIN	14.3 (8)	50.0 (28)	35.7 (20)
D-5	Former student (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	PRESIDENT	21.2 (11)	57.7 (30)	21.2 (11)
		ACAD AFF	23.3 (14)	53.3 (32)	23.3 (14)
		STUDENT AFF	34.9 (22)	50.8 (32)	14.3 (9)
		BUDGET-FIN	7.1 (4)	39.3 (22)	53.6 (30)
D-6	Number of professional occupation awards and citations received per former student surveyed.	PRESIDENT	11.5 (6)	48.1 (25)	40.4 (21)
		ACAD AFF	5.0 (3)	63.3 (38)	31.7 (19)
		STUDENT AFF	12.5 (8)	57.8 (37)	29.7 (19)
		BUDGET-FIN	8.9 (5)	42.9 (24)	48.2 (27)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	PRESIDENT	17.3 (9)	67.3 (35)	15.4 (8)
		ACAD AFF	16.9 (10)	54.2 (32)	28.8 (17)
		STUDENT AFF	21.9 (14)	57.8 (37)	20.3 (13)
		BUDGET-FIN	14.3 (8)	50.0 (28)	35.7 (20)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	PRESIDENT	5.8 (3)	53.8 (28)	40.4 (21)
		ACAD AFF	15.0 (9)	43.3 (26)	41.7 (25)
		STUDENT AFF	21.9 (14)	54.7 (35)	23.4 (15)
		BUDGET-FIN	8.9 (5)	33.9 (19)	57.1 (32)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	PRESIDENT	9.6 (5)	55.8 (29)	34.6 (18)
		ACAD AFF	16.7 (10)	43.3 (26)	40.0 (24)
		STUDENT AFF	25.0 (16)	56.2 (36)	18.7 (12)
		BUDGET-FIN	8.9 (5)	35.7 (20)	55.4 (31)
D-10	Average first salary expectations of students.	PRESIDENT	7.7 (4)	63.5 (33)	28.8 (15)
		ACAD AFF	16.7 (10)	46.7 (28)	36.7 (22)
		STUDENT AFF	31.2 (20)	46.9 (30)	21.9 (14)
		BUDGET-FIN	12.5 (7)	53.6 (30)	33.9 (19)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	PRESIDENT	55.8 (29)	40.4 (21)	3.8 (2)
		ACAD AFF	58.3 (35)	35.0 (21)	6.7 (4)
		STUDENT AFF	61.5 (40)	32.3 (21)	6.2 (4)
		BUDGET-FIN	33.9 (19)	35.7 (20)	30.4 (17)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	PRESIDENT	26.0 (13)	50.0 (25)	24.0 (12)
		ACAD AFF	35.0 (21)	35.0 (21)	30.0 (18)
		STUDENT AFF	43.1 (28)	43.1 (28)	13.8 (9)
		BUDGET-FIN	17.9 (10)	42.9 (24)	39.3 (22)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	PRESIDENT	41.2 (21)	49.0 (25)	9.8 (5)
		ACAD AFF	40.0 (24)	46.7 (28)	13.3 (8)
		STUDENT AFF	49.2 (32)	43.1 (28)	7.7 (5)
		BUDGET-FIN	19.6 (11)	39.3 (22)	41.1 (23)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	PRESIDENT	5.9 (3)	39.2 (20)	54.9 (28)
		ACAD AFF	6.8 (4)	32.2 (19)	61.0 (36)
		STUDENT AFF	33.8 (22)	41.5 (27)	24.6 (16)
		BUDGET-FIN	5.4 (3)	21.4 (12)	73.2 (41)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	PRESIDENT	5.9 (3)	31.4 (16)	62.7 (32)
		ACAD AFF	10.2 (6)	27.1 (16)	62.7 (37)
		STUDENT AFF	36.9 (24)	46.2 (30)	16.9 (11)
		BUDGET-FIN	5.4 (3)	19.6 (11)	75.0 (42)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	PRESIDENT	5.9 (3)	31.4 (16)	62.7 (32)
		ACAD AFF	5.1 (3)	25.4 (15)	69.5 (41)
		STUDENT AFF	7.7 (5)	46.2 (30)	46.2 (30)
		BUDGET-FIN	1.8 (1)	16.1 (9)	82.1 (46)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	PRESIDENT	9.8 (5)	27.5 (14)	62.7 (32)
		ACAD AFF	11.9 (7)	22.0 (13)	66.1 (39)
		STUDENT AFF	7.7 (5)	41.5 (27)	50.8 (33)
		BUDGET-FIN	1.8 (1)	23.2 (13)	75.0 (42)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	PRESIDENT	7.8 (4)	23.5 (12)	68.6 (35)
		ACAD AFF	5.1 (3)	25.4 (15)	69.5 (41)
		STUDENT AFF	6.2 (4)	33.8 (22)	60.0 (39)
		BUDGET-FIN	0.0 (0)	19.6 (11)	80.4 (45)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	PRESIDENT	19.6 (10)	41.2 (21)	39.2 (20)
		ACAD AFF	11.9 (7)	54.2 (32)	33.9 (20)
		STUDENT AFF	21.5 (14)	60.0 (39)	18.5 (12)
		BUDGET-FIN	3.6 (2)	33.9 (19)	62.5 (35)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about their self-image.	PRESIDENT	23.5 (12)	35.3 (18)	41.2 (21)
		ACAD AFF	18.6 (11)	47.5 (28)	33.9 (20)
		STUDENT AFF	41.5 (27)	41.5 (27)	16.9 (11)
		BUDGET-FIN	5.4 (3)	21.4 (12)	73.2 (41)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	PRESIDENT	1.9 (1)	46.2 (24)	51.9 (27)
		ACAD AFF	5.0 (3)	50.0 (30)	45.0 (27)
		STUDENT AFF	16.9 (11)	53.8 (35)	29.2 (19)
		BUDGET-FIN	3.6 (2)	33.9 (19)	62.5 (35)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	PRESIDENT	0.0 (0)	44.2 (23)	55.8 (29)
		ACAD AFF	3.3 (2)	53.3 (32)	43.3 (26)
		STUDENT AFF	13.8 (9)	63.1 (41)	23.1 (15)
		BUDGET-FIN	3.6 (2)	39.3 (22)	57.1 (32)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	PRESIDENT	15.4 (8)	48.1 (25)	36.5 (19)
		ACAD AFF	16.0 (9)	51.7 (31)	33.3 (20)
		STUDENT AFF	32.3 (21)	46.2 (30)	21.5 (14)
		BUDGET-FIN	3.6 (2)	19.6 (11)	76.8 (43)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	PRESIDENT	5.8 (3)	55.8 (29)	38.5 (20)
		ACAD AFF	8.3 (5)	50.0 (30)	41.7 (25)
		STUDENT AFF	12.3 (8)	61.5 (40)	26.2 (17)
		BUDGET-FIN	3.6 (2)	41.1 (23)	55.4 (31)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	PRESIDENT	1.9 (1)	57.7 (30)	40.4 (21)
		ACAD AFF	8.3 (5)	50.0 (30)	41.7 (25)
		STUDENT AFF	15.4 (10)	58.5 (38)	26.2 (17)
		BUDGET-FIN	5.4 (3)	35.7 (20)	58.9 (33)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	PRESIDENT	7.7 (4)	44.2 (23)	48.1 (25)
		ACAD AFF	8.5 (5)	47.5 (28)	44.1 (26)
		STUDENT AFF	13.8 (9)	66.2 (43)	20.0 (13)
		BUDGET-FIN	1.8 (1)	37.5 (21)	60.7 (34)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	PRESIDENT	0.0 (0)	25.5 (13)	74.5 (38)
		ACAD AFF	0.0 (0)	15.0 (9)	85.0 (51)
		STUDENT AFF	4.6 (3)	27.7 (18)	67.7 (44)
		BUDGET-FIN	0.0 (0)	12.5 (7)	87.5 (49)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	PRESIDENT	5.8 (3)	25.0 (13)	69.2 (36)
		ACAD AFF	1.7 (1)	25.0 (15)	73.3 (44)
		STUDENT AFF	3.1 (2)	21.5 (14)	75.4 (49)
		BUDGET-FIN	5.4 (3)	26.8 (15)	67.9 (38)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	PRESIDENT	5.8 (3)	28.8 (15)	65.4 (34)
		ACAD AFF	5.0 (3)	31.7 (19)	63.3 (38)
		STUDENT AFF	6.2 (4)	46.2 (30)	47.7 (31)
		BUDGET-FIN	1.8 (1)	23.2 (13)	75.0 (42)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	PRESIDENT	3.8 (2)	28.8 (15)	67.3 (35)
		ACAD AFF	5.1 (3)	33.9 (20)	61.0 (36)
		STUDENT AFF	10.8 (7)	44.6 (29)	44.6 (29)
		BUDGET-FIN	0.0 (0)	17.9 (10)	82.1 (46)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	PRESIDENT	3.8 (2)	38.5 (20)	57.7 (30)
		ACAD AFF	3.3 (2)	35.0 (21)	61.7 (37)
		STUDENT AFF	4.6 (3)	43.1 (28)	52.3 (34)
		BUDGET-FIN	1.8 (1)	16.1 (9)	82.1 (46)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	PRESIDENT	19.2 (10)	38.5 (20)	42.3 (22)
		ACAD AFF	15.0 (9)	40.0 (24)	45.0 (27)
		STUDENT AFF	24.6 (16)	50.8 (33)	24.6 (16)
		BUDGET-FIN	5.4 (3)	19.6 (11)	75.0 (42)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	PRESIDENT	19.2 (10)	44.2 (23)	36.5 (19)
		ACAD AFF	18.3 (11)	46.7 (28)	35.0 (21)
		STUDENT AFF	21.5 (14)	58.5 (38)	20.0 (13)
		BUDGET-FIN	3.6 (2)	28.6 (16)	67.9 (38)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	PRESIDENT	7.7 (4)	55.8 (29)	36.5 (19)
		ACAD AFF	13.3 (8)	43.3 (26)	43.3 (26)
		STUDENT AFF	20.3 (13)	65.6 (42)	14.1 (9)
		BUDGET-FIN	8.9 (5)	37.5 (21)	53.6 (30)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	PRESIDENT	17.3 (9)	51.9 (27)	30.8 (16)
		ACAD AFF	20.0 (12)	45.0 (27)	35.0 (21)
		STUDENT AFF	18.7 (12)	60.9 (39)	20.3 (13)
		BUDGET-FIN	7.1 (4)	33.9 (19)	58.9 (33)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	PRESIDENT	7.7 (4)	34.6 (18)	57.7 (30)
		ACAD AFF	6.7 (4)	35.0 (21)	58.3 (35)
		STUDENT AFF	7.8 (5)	45.3 (29)	46.9 (30)
		BUDGET-FIN	1.8 (1)	21.4 (12)	76.8 (43)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	PRESIDENT	49.0 (25)	43.1 (22)	7.8 (4)
		ACAD AFF	39.0 (23)	47.5 (28)	13.6 (8)
		STUDENT AFF	39.1 (25)	37.5 (24)	23.4 (15)
		BUDGET-FIN	41.1 (23)	35.7 (20)	23.2 (13)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational e: ience.	PRESIDENT	29.4 (15)	54.9 (28)	15.7 (8)
		ACAD AFF	33.9 (20)	45.8 (27)	20.3 (12)
		STUDENT AFF	28.1 (18)	40.6 (26)	3.12 (20)
		BUDGET-FIN	17.9 (10)	44.6 (25)	37.5 (21)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	PRESIDENT	21.6 (11)	58.8 (30)	19.6 (10)
		ACAD AFF	22.0 (13)	49.2 (29)	28.8 (17)
		STUDENT AFF	23.4 (15)	43.7 (28)	32.8 (21)
		BUDGET-FIN	12.5 (7)	51.8 (29)	35.7 (20)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	PRESIDENT	16.0 (8)	60.0 (30)	24.0 (12)
		ACAD AFF	25.4 (15)	45.8 (27)	28.8 (17)
		STUDENT AFF	25.0 (16)	42.2 (27)	32.8 (21)
		BUDGET-FIN	7.1 (4)	41.1 (23)	51.8 (29)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	PRESIDENT	49.0 (25)	43.1 (22)	7.8 (4)
		ACAD AFF	39.0 (23)	42.4 (25)	18.6 (11)
		STUDENT AFF	21.9 (14)	46.9 (30)	31.2 (20)
		BUDGET-FIN	26.8 (15)	44.6 (25)	28.6 (16)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	PRESIDENT	33.3 (17)	56.9 (29)	9.8 (5)
		ACAD AFF	35.6 (21)	49.2 (29)	15.3 (9)
		STUDENT AFF	25.0 (16)	42.2 (27)	32.8 (21)
		BUDGET-FIN	16.1 (9)	42.9 (24)	41.1 (23)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	PRESIDENT	32.7 (17)	53.8 (28)	13.5 (7)
		ACAD AFF	32.8 (20)	45.9 (28)	21.3 (13)
		STUDENT AFF	21.9 (14)	57.8 (37)	20.3 (13)
		BUDGET-FIN	16.4 (9)	58.2 (32)	25.5 (14)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	PRESIDENT	19.6 (10)	49.0 (25)	31.4 (16)
		ACAD AFF	18.0 (11)	41.0 (25)	41.0 (25)
		STUDENT AFF	14.1 (9)	46.9 (30)	39.1 (25)
		BUDGET-FIN	16.4 (9)	54.5 (30)	29.1 (16)
H-3	Ratio of total income for community services to total budget for community services.	PRESIDENT	46.2 (24)	30.8 (16)	23.1 (12)
		ACAD AFF	33.3 (20)	31.7 (19)	35.0 (21)
		STUDENT AFF	14.5 (9)	48.4 (30)	37.1 (23)
		BUDGET-FIN	29.1 (16)	49.1 (27)	21.8 (12)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	PRESIDENT	59.6 (31)	17.3 (9)	23.1 (12)
		ACAD AFF	49.2 (30)	31.1 (19)	19.7 (12)
		STUDENT AFF	32.3 (21)	27.7 (18)	40.0 (26)
		BUDGET-FIN	56.4 (31)	34.5 (19)	9.1 (5)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	PRESIDENT	50.0 (26)	36.5 (19)	13.5 (7)
		ACAD AFF	34.4 (21)	47.5 (29)	18.0 (11)
		STUDENT AFF	27.7 (18)	40.0 (26)	32.3 (21)
		BUDGET-FIN	41.8 (23)	49.1 (27)	9.1 (5)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	PRESIDENT	47.1 (24)	39.2 (20)	13.7 (7)
		ACAD AFF	19.7 (12)	44.3 (27)	36.1 (22)
		STUDENT AFF	26.6 (17)	37.5 (24)	35.9 (23)
		BUDGET-FIN	36.4 (20)	50.9 (28)	12.7 (7)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	PRESIDENT	32.7 (17)	44.2 (23)	23.1 (12)
		ACAD AFF	16.4 (10)	50.8 (31)	32.8 (20)
		STUDENT AFF	30.8 (20)	46.2 (30)	23.1 (15)
		BUDGET-FIN	16.4 (9)	49.1 (27)	34.5 (19)
I-1	Number and percentage of students who are employed in businesses, agencies and organizations in the community.	PRESIDENT	38.5 (20)	57.7 (30)	3.8 (2)
		ACAD AFF	34.4 (21)	49.2 (30)	16.4 (10)
		STUDENT AFF	44.6 (29)	44.6 (29)	10.8 (7)
		BUDGET-FIN	23.2 (13)	57.1 (32)	19.6 (11)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	PRESIDENT	36.5 (19)	48.1 (25)	15.4 (8)
		ACAD AFF	23.0 (14)	47.5 (29)	29.5 (18)
		STUDENT AFF	32.3 (21)	47.7 (31)	20.0 (13)
		BUDGET-FIN	17.9 (10)	44.6 (25)	37.5 (21)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	PRESIDENT	38.5 (20)	48.1 (25)	13.5 (7)
		ACAD AFF	14.8 (9)	42.6 (26)	42.6 (26)
		STUDENT AFF	16.9 (11)	43.1 (28)	40.0 (26)
		BUDGET-FIN	41.1 (23)	46.4 (26)	12.5 (7)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	PRESIDENT	32.7 (17)	53.8 (28)	13.5 (7)
		ACAD AFF	14.8 (9)	45.9 (28)	39.3 (24)
		STUDENT AFF	15.4 (10)	50.8 (33)	33.8 (22)
		BUDGET-FIN	41.1 (23)	42.9 (24)	16.1 (9)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	PRESIDENT	50.0 (26)	38.5 (20)	11.5 (6)
		ACAD AFF	23.0 (14)	42.6 (26)	34.4 (21)
		STUDENT AFF	23.1 (15)	40.0 (26)	36.9 (24)
		BUDGET-FIN	37.5 (21)	42.9 (24)	19.6 (11)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	PRESIDENT	42.3 (22)	40.4 (21)	17.3 (9)
		ACAD AFF	14.8 (9)	47.5 (29)	37.7 (23)
		STUDENT AFF	27.7 (18)	30.8 (20)	41.5 (27)
		BUDGET-FIN	55.4 (31)	30.4 (17)	14.3 (8)
I-7	Employers' scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	PRESIDENT	48.0 (24)	38.0 (19)	14.0 (7)
		ACAD AFF	37.7 (23)	41.0 (25)	21.3 (13)
		STUDENT AFF	46.2 (30)	40.0 (26)	13.8 (9)
		BUDGET-FIN	12.5 (7)	44.6 (25)	42.9 (24)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	PRESIDENT	38.5 (20)	30.8 (16)	30.8 (16)
		ACAD AFF	9.8 (6)	37.7 (23)	52.5 (32)
		STUDENT AFF	29.7 (19)	42.2 (27)	28.1 (18)
		BUDGET-FIN	17.9 (10)	53.6 (30)	28.6 (16)
I-9	Value of community business properties attributable to institution-related expenditures.	PRESIDENT	20.8 (10)	47.9 (23)	31.2 (15)
		ACAD AFF	9.8 (6)	32.8 (20)	57.4 (35)
		STUDENT AFF	18.5 (12)	32.3 (21)	49.2 (32)
		BUDGET-FIN	16.1 (9)	50.0 (28)	33.9 (19)

	OUTCOME MEASURE		NEED (%)	(n)	WOULD LIKE (%)	(n)	DON'T NEED (%)	(n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	PRESIDENT	22.0	(11)	50.0	(25)	28.0	(14)
		ACAD AFF	11.5	(7)	27.9	(17)	60.7	(37)
		STUDENT AFF	10.8	(7)	38.5	(25)	50.8	(33)
		BUDGET-FIN	25.0	(14)	55.4	(31)	19.6	(11)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	PRESIDENT	38.5	(20)	46.2	(24)	15.4	(8)
		ACAD AFF	23.0	(14)	49.2	(30)	27.9	(17)
		STUDENT AFF	23.1	(15)	47.7	(31)	29.2	(19)
		BUDGET-FIN	37.5	(21)	55.4	(31)	7.1	(4)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	PRESIDENT	30.8	(16)	44.2	(23)	25.0	(13)
		ACAD AFF	19.7	(12)	39.3	(24)	41.0	(25)
		STUDENT AFF	21.5	(14)	40.0	(26)	38.5	(25)
		BUDGET-FIN	33.9	(19)	51.8	(29)	14.3	(8)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	PRESIDENT	23.1	(12)	50.0	(26)	26.9	(14)
		ACAD AFF	18.0	(11)	37.7	(23)	44.3	(27)
		STUDENT AFF	15.4	(10)	47.7	(31)	36.9	(24)
		BUDGET-FIN	32.1	(18)	41.1	(23)	26.8	(15)
I-14	Geographic distribution of alumni.	PRESIDENT	48.1	(25)	44.2	(23)	7.7	(4)
		ACAD AFF	21.3	(13)	60.7	(37)	18.0	(11)
		STUDENT AFF	30.8	(20)	52.3	(34)	16.9	(11)
		BUDGET-FIN	25.0	(14)	48.2	(27)	26.8	(15)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	PRESIDENT	66.7	(34)	29.4	(15)	3.9	(2)
		ACAD AFF	41.0	(25)	49.2	(30)	9.8	(6)
		STUDENT AFF	60.0	(39)	27.7	(18)	12.3	(8)
		BUDGET-FIN	39.3	(22)	44.6	(25)	16.1	(9)
I-16	Number of persons from the community employed by the institution.	PRESIDENT	57.7	(30)	28.8	(15)	13.5	(7)
		ACAD AFF	32.8	(20)	36.1	(22)	31.1	(19)
		STUDENT AFF	40.0	(26)	32.3	(21)	27.7	(18)
		BUDGET-FIN	66.1	(37)	19.6	(11)	14.3	(8)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	PRESIDENT	13.7	(7)	52.9	(27)	33.3	(17)
		ACAD AFF	29.5	(18)	45.9	(28)	24.6	(15)
		STUDENT AFF	9.2	(6)	47.7	(31)	43.1	(28)
		BUDGET-FIN	7.1	(4)	33.9	(19)	58.9	(33)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	PRESIDENT	0.0	(0)	34.6	(18)	65.4	(34)
		ACAD AFF	14.8	(9)	32.8	(20)	52.5	(32)
		STUDENT AFF	4.6	(3)	26.2	(17)	69.2	(45)
		BUDGET-FIN	5.4	(3)	16.1	(9)	78.6	(44)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	PRESIDENT	23.1	(12)	46.2	(24)	30.8	(16)
		ACAD AFF	42.6	(26)	39.3	(24)	18.0	(11)
		STUDENT AFF	10.8	(7)	53.8	(35)	35.4	(23)
		BUDGET-FIN	14.3	(8)	39.3	(22)	46.4	(26)
J-4	Number of papers presented at professional meetings per student, former student, and/or faculty/staff member within a certain time period.	PRESIDENT	17.3	(9)	53.8	(28)	28.8	(15)
		ACAD AFF	39.3	(24)	42.6	(26)	18.0	(11)
		STUDENT AFF	7.7	(5)	63.1	(41)	29.2	(19)
		BUDGET-FIN	10.7	(6)	42.9	(24)	46.4	(26)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	PRESIDENT	11.5	(6)	65.4	(34)	23.1	(12)
		ACAD AFF	37.7	(23)	45.9	(28)	16.4	(10)
		STUDENT AFF	13.8	(9)	66.2	(43)	20.0	(13)
		BUDGET-FIN	14.3	(8)	46.4	(26)	39.3	(22)
J-6	Average amount of faculty time spent in selected research and art producing activities.	PRESIDENT	37.3	(19)	35.3	(18)	27.5	(14)
		ACAD AFF	39.3	(24)	42.6	(26)	18.0	(11)
		STUDENT AFF	11.1	(7)	42.9	(27)	46.0	(29)
		BUDGET-FIN	30.4	(17)	48.2	(27)	21.4	(12)

	OUTCOME MEASURE		NEED (%)	NEED (n)	WOULD LIKE (%)	WOULD LIKE (n)	DON'T NEED (%)	DON'T NEED (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	PRESIDENT	42.3	(22)	38.5	(20)	19.2	(10)
		ACAD AFF	55.7	(34)	23.0	(14)	21.3	(13)
		STUDENT AFF	21.5	(14)	47.7	(31)	30.8	(20)
		BUDGET-FIN	53.6	(30)	30.4	(17)	16.1	(9)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	PRESIDENT	63.5	(33)	23.1	(12)	13.5	(7)
		ACAD AFF	49.2	(30)	27.9	(17)	23.0	(14)
		STUDENT AFF	30.8	(20)	38.5	(25)	30.8	(20)
		BUDGET-FIN	76.8	(43)	16.1	(9)	7.1	(4)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	PRESIDENT	21.2	(11)	53.8	(28)	25.0	(13)
		ACAD AFF	37.7	(23)	39.3	(24)	23.0	(14)
		STUDENT AFF	16.9	(11)	47.7	(31)	35.4	(23)
		BUDGET-FIN	17.9	(10)	42.9	(24)	39.3	(22)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	PRESIDENT	11.5	(6)	46.2	(24)	42.3	(22)
		ACAD AFF	27.9	(17)	31.1	(19)	41.0	(25)
		STUDENT AFF	4.6	(3)	53.8	(35)	41.5	(27)
		BUDGET-FIN	14.3	(8)	39.3	(22)	46.4	(26)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	PRESIDENT	23.1	(12)	50.0	(26)	26.9	(14)
		ACAD AFF	52.5	(32)	32.8	(20)	14.8	(9)
		STUDENT AFF	15.4	(10)	52.3	(34)	32.3	(21)
		BUDGET-FIN	12.5	(7)	46.4	(26)	41.1	(23)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	PRESIDENT	23.1	(12)	42.3	(22)	34.6	(18)
		ACAD AFF	27.9	(17)	47.5	(29)	24.6	(15)
		STUDENT AFF	26.2	(17)	33.8	(22)	40.0	(26)
		BUDGET-FIN	17.9	(10)	42.9	(24)	39.3	(22)
J-13	Number and percentage of graduates engaged in research activities.	PRESIDENT	19.2	(10)	53.8	(28)	26.9	(14)
		ACAD AFF	14.8	(9)	54.1	(33)	31.1	(19)
		STUDENT AFF	7.7	(5)	61.5	(40)	30.8	(20)
		BUDGET-FIN	12.5	(7)	30.4	(17)	57.1	(32)
J-14	Number and percentage of faculty/staff and students invited to participate in professional meetings and conferences.	PRESIDENT	23.1	(12)	57.7	(30)	19.2	(10)
		ACAD AFF	34.4	(21)	44.3	(27)	21.3	(13)
		STUDENT AFF	13.8	(9)	55.4	(36)	30.8	(20)
		BUDGET-FIN	12.5	(7)	37.5	(21)	50.0	(28)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	PRESIDENT	19.2	(10)	59.6	(31)	21.2	(11)
		ACAD AFF	23.0	(14)	55.7	(34)	21.3	(13)
		STUDENT AFF	9.2	(6)	60.0	(39)	30.8	(20)
		BUDGET-FIN	8.9	(5)	32.1	(18)	58.9	(33)

TABLE C.2

The Percentage and Number of
Responses to the "Access" Question, by
Type of College Administrator*

*It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	PRESIDENT	26.9 (14)	69.2 (36)	3.8 (2)
		ACAD AFF	29.5 (18)	62.3 (38)	8.2 (5)
		STUDENT AFF	47.7 (31)	43.1 (28)	9.2 (6)
		BUDGET-FIN	23.2 (13)	41.1 (23)	35.7 (20)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	PRESIDENT	31.4 (16)	62.7 (32)	5.9 (3)
		ACAD AFF	32.8 (20)	54.1 (33)	13.1 (8)
		STUDENT AFF	41.5 (27)	49.2 (32)	9.2 (6)
		BUDGET-FIN	34.5 (19)	36.4 (20)	29.1 (16)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	PRESIDENT	44.9 (22)	44.9 (22)	10.2 (5)
		ACAD AFF	36.1 (22)	47.5 (29)	16.4 (10)
		STUDENT AFF	34.4 (22)	43.7 (28)	21.9 (14)
		BUDGET-FIN	32.7 (18)	40.0 (22)	27.3 (15)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	PRESIDENT	12.0 (6)	80.0 (40)	8.0 (4)
		ACAD AFF	5.0 (3)	81.7 (49)	13.3 (8)
		STUDENT AFF	20.3 (13)	64.1 (41)	15.6 (10)
		BUDGET-FIN	14.5 (8)	45.5 (25)	40.0 (22)
A-5	Student scores on tests that indicate thier ability to analyze problems (e.g., the recognition of biased points in an article or speech).	PRESIDENT	12.0 (6)	80.0 (40)	8.0 (4)
		ACAD AFF	1.7 (1)	85.0 (51)	13.3 (8)
		STUDENT AFF	9.5 (6)	68.3 (43)	22.2 (14)
		BUDGET-FIN	9.1 (5)	52.7 (29)	38.2 (21)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	PRESIDENT	4.2 (2)	93.7 (45)	2.1 (1)
		ACAD AFF	0. (0)	100.0 (58)	0. (0)
		STUDENT AFF	0. (0)	82.8 (53)	17.2 (11)
		BUDGET-FIN	3.6 (2)	74.5 (41)	21.8 (12)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	PRESIDENT	41.2 (21)	47.1 (24)	11.8 (6)
		ACAD AFF	41.7 (25)	48.3 (29)	10.0 (6)
		STUDENT AFF	58.5 (38)	29.2 (19)	12.3 (8)
		BUDGET-FIN	30.9 (17)	36.4 (20)	32.7 (18)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	PRESIDENT	30.6 (15)	55.1 (27)	14.3 (7)
		ACAD AFF	15.0 (9)	73.3 (44)	11.7 (7)
		STUDENT AFF	32.3 (21)	50.8 (33)	16.9 (11)
		BUDGET-FIN	12.7 (7)	49.1 (27)	38.2 (21)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	PRESIDENT	14.9 (7)	76.6 (36)	8.5 (4)
		ACAD AFF	8.6 (5)	82.8 (48)	8.6 (5)
		STUDENT AFF	10.8 (7)	73.8 (48)	15.4 (10)
		BUDGET-FIN	10.9 (6)	54.5 (30)	34.5 (19)
A-10	Number and percentage of students surveyed who have participated in activities that enhance thier athletic skills (e.g., intramural and varsity sports).	PRESIDENT	33.3 (16)	56.2 (27)	10.4 (5)
		ACAD AFF	30.5 (18)	62.7 (37)	6.8 (4)
		STUDENT AFF	44.6 (29)	44.6 (29)	10.8 (7)
		BUDGET-FIN	43.6 (24)	30.9 (17)	25.5 (14)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	PRESIDENT	52.0 (26)	30.0 (15)	18.0 (9)
		ACAD AFF	51.7 (31)	35.0 (21)	13.3 (8)
		STUDENT AFF	52.3 (34)	29.2 (19)	18.5 (12)
		BUDGET-FIN	42.6 (23)	27.8 (15)	29.6 (16)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period.	PRESIDENT	54.0 (27)	34.0 (17)	12.0 (6)
		ACAD AFF	36.7 (22)	46.7 (28)	16.7 (10)
		STUDENT AFF	53.8 (35)	32.3 (21)	13.8 (9)
		BUDGET-FIN	50.0 (27)	33.3 (18)	16.7 (9)

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	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	PRESIDENT	64.0 (32)	18.0 (9)	18.0 (9)
		ACAD AFF	54.2 (32)	39.0 (23)	6.8 (4)
		STUDENT AFF	59.4 (38)	29.7 (19)	10.9 (7)
		BUDGET-FIN	65.5 (36)	20.0 (11)	14.5 (8)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	PRESIDENT	30.0 (15)	64.0 (32)	6.0 (3)
		ACAD AFF	20.3 (12)	66.1 (39)	13.6 (8)
		STUDENT AFF	36.9 (24)	41.5 (27)	21.5 (14)
		BUDGET-FIN	37.0 (20)	35.2 (19)	27.8 (15)
B-5	Number of students receiving a degree, diploma, and certificate within a certain time period.	PRESIDENT	72.0 (36)	20.0 (10)	8.0 (4)
		ACAD AFF	67.8 (40)	23.7 (14)	8.5 (5)
		STUDENT AFF	84.4 (54)	14.1 (9)	1.6 (1)
		BUDGET-FIN	78.2 (43)	12.7 (7)	9.1 (5)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	PRESIDENT	52.0 (26)	32.0 (16)	16.0 (8)
		ACAD AFF	37.9 (22)	43.1 (25)	19.0 (11)
		STUDENT AFF	63.1 (41)	29.2 (19)	7.7 (5)
		BUDGET-FIN	54.5 (30)	23.6 (13)	21.8 (12)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	PRESIDENT	60.0 (30)	28.0 (14)	12.0 (6)
		ACAD AFF	40.0 (24)	35.0 (21)	25.0 (15)
		STUDENT AFF	67.7 (44)	18.5 (12)	13.8 (9)
		BUDGET-FIN	61.8 (34)	16.4 (9)	21.8 (12)
B-8	Number and percentage of graduates for the year who transferred from another school.	PRESIDENT	76.5 (39)	15.7 (8)	7.8 (4)
		ACAD AFF	60.0 (36)	23.3 (14)	16.7 (10)
		STUDENT AFF	70.8 (46)	16.9 (11)	12.3 (8)
		BUDGET-FIN	63.6 (35)	16.4 (9)	20.0 (11)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	PRESIDENT	78.4 (40)	11.8 (6)	9.8 (5)
		ACAD AFF	63.3 (38)	23.3 (14)	13.3 (8)
		STUDENT AFF	83.1 (54)	9.2 (6)	7.7 (5)
		BUDGET-FIN	70.9 (39)	9.1 (5)	20.0 (11)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	PRESIDENT	27.1 (13)	52.1 (25)	20.8 (10)
		ACAD AFF	11.7 (7)	66.7 (40)	21.7 (13)
		STUDENT AFF	33.8 (22)	47.7 (31)	18.5 (12)
		BUDGET-FIN	33.3 (18)	29.6 (16)	37.0 (20)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	PRESIDENT	18.7 (9)	70.8 (34)	10.4 (5)
		ACAD AFF	10.0 (6)	76.7 (46)	13.3 (8)
		STUDENT AFF	20.0 (13)	58.5 (38)	21.5 (14)
		BUDGET-FIN	20.4 (11)	51.9 (28)	27.8 (15)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	PRESIDENT	8.2 (4)	81.6 (40)	10.2 (5)
		ACAD AFF	6.7 (4)	85.0 (51)	8.3 (5)
		STUDENT AFF	9.2 (6)	73.8 (48)	16.9 (11)
		BUDGET-FIN	3.6 (2)	58.2 (34)	38.2 (21)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruciton.	PRESIDENT	2.0 (1)	93.9 (46)	4.1 (2)
		ACAD AFF	5.1 (3)	86.4 (51)	8.5 (5)
		STUDENT AFF	4.6 (3)	75.4 (49)	20.0 (13)
		BUDGET-FIN	1.8 (1)	63.6 (35)	34.5 (19)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	PRESIDENT	2.1 (1)	91.7 (44)	6.2 (3)
		ACAD AFF	5.0 (3)	91.7 (55)	3.3 (2)
		STUDENT AFF	3.1 (2)	84.6 (55)	12.3 (8)
		BUDGET-FIN	3.6 (2)	61.8 (34)	34.5 (19)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	PRESIDENT	0. (0)	96.1 (49)	3.9 (2)
		ACAD AFF	6.7 (4)	86.7 (52)	6.7 (4)
		STUDENT AFF	6.2 (4)	86.2 (56)	7.7 (5)
		BUDGET-FIN	1.8 (1)	67.3 (37)	30.9 (17)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
C-2	Average amount of alumni gifts within a certain time period after graduation.	PRESIDENT	55.8 (29)	42.3 (22)	1.9 (1)
		ACAD AFF	26.7 (16)	56.7 (34)	16.7 (10)
		STUDENT AFF	39.1 (25)	43.7 (28)	17.2 (11)
		BUDGET-FIN	36.4 (20)	41.8 (23)	21.8 (12)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	PRESIDENT	9.8 (5)	80.4 (41)	9.8 (5)
		ACAD AFF	11.7 (7)	83.3 (50)	5.0 (3)
		STUDENT AFF	10.8 (7)	75.4 (49)	13.8 (9)
		BUDGET-FIN	3.6 (2)	61.8 (34)	34.5 (19)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	PRESIDENT	7.8 (4)	82.4 (42)	9.8 (5)
		ACAD AFF	6.7 (4)	85.0 (51)	8.3 (5)
		STUDENT AFF	3.1 (2)	83.1 (54)	13.8 (9)
		BUDGET-FIN	3.6 (2)	65.5 (36)	30.9 (17)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	PRESIDENT	5.9 (3)	86.3 (44)	7.8 (4)
		ACAD AFF	5.0 (3)	86.7 (52)	8.3 (5)
		STUDENT AFF	6.3 (4)	84.4 (54)	9.4 (6)
		BUDGET-FIN	1.8 (1)	65.5 (36)	32.7 (18)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	PRESIDENT	3.9 (2)	86.3 (44)	9.8 (5)
		ACAD AFF	5.0 (3)	85.0 (51)	10.0 (6)
		STUDENT AFF	3.1 (2)	87.7 (57)	9.2 (6)
		BUDGET-FIN	1.8 (1)	67.3 (37)	30.9 (17)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	PRESIDENT	11.8 (6)	84.3 (43)	3.9 (2)
		ACAD AFF	6.7 (4)	86.7 (52)	6.7 (4)
		STUDENT AFF	9.2 (6)	83.1 (54)	7.7 (5)
		BUDGET-FIN	1.8 (1)	65.5 (36)	32.7 (18)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	PRESIDENT	9.8 (5)	86.3 (44)	3.9 (2)
		ACAD AFF	3.3 (2)	86.7 (52)	10.0 (6)
		STUDENT AFF	6.2 (4)	81.5 (53)	12.3 (8)
		BUDGET-FIN	3.6 (2)	63.6 (35)	32.7 (18)
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	PRESIDENT	41.2 (21)	52.9 (27)	5.9 (3)
		ACAD AFF	30.0 (18)	56.7 (34)	13.3 (8)
		STUDENT AFF	39.7 (25)	42.9 (27)	17.5 (11)
		BUDGET-FIN	27.3 (15)	41.8 (23)	30.9 (17)
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	PRESIDENT	19.6 (10)	72.5 (37)	7.8 (4)
		ACAD AFF	10.0 (6)	83.3 (50)	6.7 (4)
		STUDENT AFF	23.4 (15)	59.4 (38)	17.2 (11)
		BUDGET-FIN	9.1 (5)	54.5 (30)	36.4 (20)
D-3	Average first salary of former students.	PRESIDENT	27.5 (14)	62.7 (32)	9.8 (5)
		ACAD AFF	16.9 (10)	71.2 (42)	11.9 (7)
		STUDENT AFF	37.5 (24)	51.6 (33)	10.9 (7)
		BUDGET-FIN	21.8 (12)	47.3 (26)	30.9 (17)
D-4	Distribuiton of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	PRESIDENT	5.9 (3)	86.3 (44)	7.8 (4)
		ACAD AFF	3.4 (2)	86.4 (51)	10.2 (6)
		STUDENT AFF	18.7 (12)	65.6 (42)	15.6 (10)
		BUDGET-FIN	9.1 (5)	54.5 (30)	36.4 (20)
D-5	Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	PRESIDENT	2.0 (1)	88.0 (44)	10.0 (5)
		ACAD AFF	3.3 (2)	88.3 (53)	8.3 (5)
		STUDENT AFF	7.9 (5)	82.5 (52)	9.5 (6)
		BUDGET-FIN	3.6 (2)	65.5 (36)	30.9 (17)
D-6	Number of professional occupation awards and citations received per former student surveyed.	PRESIDENT	2.1 (1)	91.7 (44)	6.2 (3)
		ACAD AFF	0. (0)	91.5 (54)	8.5 (5)
		STUDENT AFF	4.7 (3)	89.1 (57)	6.3 (4)
		BUDGET-FIN	5.5 (3)	61.8 (34)	32.7 (18)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	PRESIDENT	5.9 (3)	92.2 (47)	2.0 (1)
		ACAD AFF	1.7 (1)	91.4 (53)	6.9 (4)
		STUDENT AFF	6.3 (4)	79.7 (51)	14.1 (9)
		BUDGET-FIN	7.3 (4)	58.2 (32)	34.5 (19)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	PRESIDENT	4.2 (2)	89.6 (43)	6.2 (3)
		ACAD AFF	1.7 (1)	91.4 (53)	6.9 (4)
		STUDENT AFF	3.1 (2)	87.5 (56)	9.4 (6)
		BUDGET-FIN	3.6 (2)	69.1 (38)	27.3 (15)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	PRESIDENT	4.1 (2)	89.8 (44)	6.1 (3)
		ACAD AFF	1.7 (1)	91.4 (53)	6.9 (4)
		STUDENT AFF	3.1 (2)	87.5 (56)	9.4 (6)
		BUDGET-FIN	3.6 (2)	69.1 (38)	27.3 (15)
D-10	Average first salary expectations of students.	PRESIDENT	6.0 (3)	82.0 (41)	12.0 (6)
		ACAD AFF	6.9 (4)	86.2 (50)	6.9 (4)
		STUDENT AFF	20.6 (13)	68.3 (43)	11.1 (7)
		BUDGET-FIN	10.9 (6)	63.6 (35)	25.5 (14)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	PRESIDENT	21.6 (11)	68.6 (35)	9.8 (5)
		ACAD AFF	28.8 (17)	54.2 (32)	16.9 (10)
		STUDENT AFF	30.8 (20)	50.8 (33)	18.5 (12)
		BUDGET-FIN	23.6 (13)	54.5 (30)	21.8 (12)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	PRESIDENT	10.2 (5)	81.6 (40)	8.2 (4)
		ACAD AFF	12.3 (7)	75.4 (43)	12.3 (7)
		STUDENT AFF	10.8 (7)	72.3 (47)	16.9 (11)
		BUDGET-FIN	10.9 (6)	60.0 (33)	29.1 (16)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	PRESIDENT	20.8 (10)	70.8 (34)	8.3 (4)
		ACAD AFF	20.3 (12)	67.8 (40)	11.9 (7)
		STUDENT AFF	27.7 (18)	55.4 (36)	16.9 (11)
		BUDGET-FIN	16.4 (9)	52.7 (29)	30.9 (17)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	PRESIDENT	11.1 (5)	86.7 (39)	2.2 (1)
		ACAD AFF	3.4 (2)	83.1 (49)	13.6 (8)
		STUDENT AFF	21.5 (14)	64.6 (42)	13.8 (9)
		BUDGET-FIN	9.1 (5)	65.5 (36)	25.5 (14)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	PRESIDENT	10.6 (5)	83.0 (39)	6.4 (3)
		ACAD AFF	10.2 (6)	81.4 (48)	8.5 (5)
		STUDENT AFF	26.2 (17)	67.7 (44)	6.2 (4)
		BUDGET-FIN	10.9 (6)	65.5 (36)	23.6 (13)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	PRESIDENT	2.1 (1)	91.5 (43)	6.4 (3)
		ACAD AFF	1.7 (1)	86.4 (51)	11.9 (7)
		STUDENT AFF	13.8 (9)	76.9 (50)	9.2 (6)
		BUDGET-FIN	3.6 (2)	67.3 (37)	29.1 (16)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	PRESIDENT	0. (0)	95.7 (45)	4.3 (2)
		ACAD AFF	0. (0)	93.1 (54)	6.9 (4)
		STUDENT AFF	3.1 (2)	82.8 (53)	14.1 (9)
		BUDGET-FIN	3.6 (2)	70.9 (39)	25.5 (14)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	PRESIDENT	0. (0)	95.6 (43)	4.4 (2)
		ACAD AFF	1.7 (1)	93.2 (55)	5.1 (3)
		STUDENT AFF	3.1 (2)	89.2 (58)	7.7 (5)
		BUDGET-FIN	3.6 (2)	78.2 (43)	18.2 (10)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	PRESIDENT	2.0 (1)	91.8 (45)	6.1 (3)
		ACAD AFF	3.4 (2)	89.7 (52)	6.9 (4)
		STUDENT AFF	1.5 (1)	86.2 (56)	12.3 (8)
		BUDGET-FIN	1.8 (1)	76.4 (42)	21.8 (12)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about thier self-image.	PRESIDENT	0. (0)	93.6 (44)	6.4 (3)
		ACAD AFF	7.0 (4)	80.7 (46)	12.3 (7)
		STUDENT AFF	9.2 (6)	81.5 (53)	9.2 (6)
		BUDGET-FIN	1.8 (1)	76.4 (42)	21.8 (12)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	PRESIDENT	2.2 (1)	95.7 (44)	2.2 (1)
		ACAD AFF	0. (0)	90.0 (54)	10.0 (6)
		STUDENT AFF	7.7 (5)	87.7 (57)	4.6 (3)
		BUDGET-FIN	5.6 (3)	74.1 (40)	20.4 (11)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	PRESIDENT	2.3 (1)	95.5 (42)	2.3 (1)
		ACAD AFF	0. (0)	93.3 (56)	6.7 (4)
		STUDENT AFF	7.7 (5)	89.2 (58)	3.1 (2)
		BUDGET-FIN	5.6 (3)	70.4 (38)	24.1 (13)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	PRESIDENT	0. (0)	93.7 (45)	6.2 (3)
		ACAD AFF	1.7 (1)	88.1 (52)	10.2 (6)
		STUDENT AFF	4.6 (3)	89.2 (58)	6.2 (4)
		BUDGET-FIN	1.8 (1)	78.2 (43)	20.0 (11)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	PRESIDENT	0. (0)	95.9 (47)	4.1 (2)
		ACAD AFF	0. (0)	93.2 (55)	6.8 (4)
		STUDENT AFF	6.2 (4)	87.7 (57)	6.2 (4)
		BUDGET-FIN	3.7 (2)	70.4 (38)	25.9 (14)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	PRESIDENT	0. (0)	95.8 (46)	4.2 (2)
		ACAD AFF	1.7 (1)	91.5 (54)	6.8 (4)
		STUDENT AFF	4.6 (3)	92.3 (60)	3.1 (2)
		BUDGET-FIN	3.7 (2)	66.7 (36)	29.6 (16)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	PRESIDENT	4.1 (2)	91.8 (45)	4.1 (2)
		ACAD AFF	1.7 (1)	89.7 (52)	8.6 (5)
		STUDENT AFF	12.3 (8)	81.5 (53)	6.2 (4)
		BUDGET-FIN	5.6 (3)	64.8 (35)	29.6 (16)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	PRESIDENT	2.2 (1)	95.7 (44)	2.2 (1)
		ACAD AFF	1.7 (1)	94.9 (56)	3.4 (2)
		STUDENT AFF	1.5 (1)	95.4 (62)	3.1 (2)
		BUDGET-FIN	0. (0)	75.9 (41)	24.1 (13)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	PRESIDENT	0. (0)	95.7 (45)	4.3 (2)
		ACAD AFF	1.7 (1)	93.2 (55)	5.1 (3)
		STUDENT AFF	0. (0)	98.4 (63)	1.6 (1)
		BUDGET-FIN	1.9 (1)	77.8 (42)	20.4 (11)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	PRESIDENT	0. (0)	95.7 (45)	4.3 (2)
		ACAD AFF	1.7 (1)	91.5 (54)	6.8 (4)
		STUDENT AFF	1.5 (1)	96.9 (63)	1.5 (1)
		BUDGET-FIN	1.9 (1)	77.8 (42)	20.4 (11)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	PRESIDENT	0. (0)	95.7 (45)	4.3 (2)
		ACAD AFF	3.4 (2)	89.7 (52)	6.9 (4)
		STUDENT AFF	1.5 (1)	95.4 (62)	3.1 (2)
		BUDGET-FIN	1.9 (1)	77.8 (42)	20.4 (11)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	PRESIDENT	0. (0)	95.8 (46)	4.2 (2)
		ACAD AFF	1.7 (1)	93.2 (55)	5.1 (3)
		STUDENT AFF	0. (0)	98.5 (64)	1.5 (1)
		BUDGET-FIN	3.7 (2)	79.6 (43)	16.7 (9)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	PRESIDENT	0. (0)	93.7 (45)	6.2 (3)
		ACAD AFF	3.4 (2)	88.1 (52)	8.5 (5)
		STUDENT AFF	0. (0)	96.9 (63)	3.1 (2)
		BUDGET-FIN	3.7 (2)	77.8 (42)	18.5 (10)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	PRESIDENT	0. (0)	93.7 (45)	6.2 (3)
		ACAD AFF	3.4 (2)	89.8 (53)	6.8 (4)
		STUDENT AFF	0. (0)	95.4 (62)	4.6 (3)
		BUDGET-FIN	3.7 (2)	75.9 (41)	20.4 (11)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	PRESIDENT	0. (0)	93.9 (46)	6.1 (3)
		ACAD AFF	5.1 (3)	88.1 (52)	6.8 (4)
		STUDENT AFF	4.7 (3)	90.6 (58)	4.7 (3)
		BUDGET-FIN	5.6 (3)	75.9 (41)	18.5 (10)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	PRESIDENT	0. (0)	94.0 (47)	6.0 (3)
		ACAD AFF	1.7 (1)	91.7 (55)	6.7 (4)
		STUDENT AFF	4.7 (3)	90.6 (58)	4.7 (3)
		BUDGET-FIN	5.6 (3)	77.8 (42)	16.7 (9)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	PRESIDENT	2.0 (1)	95.9 (47)	2.0 (1)
		ACAD AFF	1.7 (1)	93.1 (54)	5.2 (3)
		STUDENT AFF	0. (0)	95.2 (60)	4.8 (3)
		BUDGET-FIN	3.7 (2)	81.5 (44)	14.8 (8)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	PRESIDENT	70.0 (35)	22.0 (11)	8.0 (4)
		ACAD AFF	45.8 (27)	39.0 (23)	15.3 (9)
		STUDENT AFF	50.0 (32)	39.1 (25)	10.9 (7)
		BUDGET-FIN	56.4 (31)	25.5 (14)	18.2 (10)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	PRESIDENT	6.1 (3)	89.8 (44)	4.1 (2)
		ACAD AFF	5.1 (3)	84.7 (50)	10.2 (6)
		STUDENT AFF	7.8 (5)	82.8 (53)	9.4 (6)
		BUDGET-FIN	5.5 (3)	69.1 (38)	25.5 (14)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	PRESIDENT	0. (0)	98.0 (49)	2.0 (1)
		ACAD AFF	1.7 (1)	89.7 (52)	8.6 (5)
		STUDENT AFF	1.6 (1)	92.2 (59)	6.3 (4)
		BUDGET-FIN	3.6 (2)	69.1 (38)	27.3 (15)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	PRESIDENT	0. (0)	98.0 (48)	2.0 (1)
		ACAD AFF	0. (0)	93.1 (54)	6.9 (4)
		STUDENT AFF	1.6 (1)	93.7 (60)	4.7 (3)
		BUDGET-FIN	1.8 (1)	71.4 (40)	26.8 (15)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	PRESIDENT	10.2 (5)	83.7 (41)	6.1 (3)
		ACAD AFF	8.5 (5)	76.3 (45)	15.3 (9)
		STUDENT AFF	15.6 (10)	78.1 (50)	6.3 (4)
		BUDGET-FIN	21.8 (12)	56.4 (31)	21.8 (12)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	PRESIDENT	2.0 (1)	92.0 (46)	6.0 (3)
		ACAD AFF	3.4 (2)	88.1 (52)	8.5 (5)
		STUDENT AFF	4.7 (3)	89.1 (57)	6.3 (4)
		BUDGET-FIN	9.1 (5)	63.6 (35)	27.3 (15)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	PRESIDENT	12.5 (6)	70.8 (34)	16.7 (8)
		ACAD AFF	11.5 (7)	77.0 (47)	11.5 (7)
		STUDENT AFF	17.2 (11)	73.4 (47)	9.4 (6)
		BUDGET-FIN	9.3 (5)	64.8 (35)	25.9 (14)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	PRESIDENT	2.0 (1)	93.9 (46)	4.1 (2)
		ACAD AFF	3.4 (2)	89.8 (53)	6.8 (4)
		STUDENT AFF	3.1 (2)	84.4 (54)	12.5 (8)
		BUDGET-FIN	1.9 (1)	75.9 (41)	22.2 (12)
H-3	Ratio of total income for community services to total budget for community services.	PRESIDENT	34.0 (17)	54.0 (27)	12.0 (6)
		ACAD AFF	23.7 (14)	69.5 (41)	6.8 (4)
		STUDENT AFF	14.8 (9)	73.8 (45)	11.5 (7)
		BUDGET-FIN	27.8 (15)	59.3 (32)	13.0 (7)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	PRESIDENT	72.0 (36)	26.0 (13)	2.0 (1)
		ACAD AFF	73.3 (44)	21.7 (13)	5.0 (3)
		STUDENT AFF	49.2 (32)	43.1 (28)	7.7 (5)
		BUDGET-FIN	70.4 (38)	22.2 (12)	7.4 (4)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	PRESIDENT	34.0 (17)	62.0 (31)	4.0 (2)
		ACAD AFF	24.6 (15)	63.9 (39)	11.5 (7)
		STUDENT AFF	25.0 (16)	57.8 (37)	17.2 (11)
		BUDGET-FIN	35.2 (19)	42.6 (23)	22.2 (12)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	PRESIDENT	18.7 (9)	75.0 (36)	6.2 (
		ACAD AFF	6.6 (4)	86.9 (53)	6.6 (4)
		STUDENT AFF	22.2 (14)	68.3 (43)	9.5 (6)
		BUDGET-FIN	18.5 (10)	63.0 (34)	18.5 (10)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	PRESIDENT	10.2 (5)	77.6 (38)	12.2 (6)
		ACAD AFF	18.3 (11)	76.7 (46)	5.0 (3)
		STUDENT AFF	21.9 (14)	67.2 (43)	10.9 (7)
		BUDGET-FIN	14.8 (8)	68.5 (37)	16.7 (9)
I-1	Number and percentage of students who are employed in businesses, agencies and organiztions in the community.	PRESIDENT	21.6 (11)	60.8 (31)	17.6 (9)
		ACAD AFF	11.5 (7)	77.0 (47)	11.5 (7)
		STUDENT AFF	18.5 (12)	61.5 (40)	20.0 (13)
		BUDGET-FIN	20.0 (11)	50.9 (28)	29.1 (16)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	PRESIDENT	22.0 (11)	68.0 (34)	10.0 (5)
		ACAD AFF	18.0 (11)	73.8 (45)	8.2 (5)
		STUDENT AFF	30.8 (20)	55.4 (36)	13.8 (9)
		BUDGET-FIN	14.5 (8)	56.4 (31)	29.1 (16)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	PRESIDENT	36.5 (19)	51.9 (27)	11.5 (6)
		ACAD AFF	11.5 (7)	78.7 (48)	9.8 (6)
		STUDENT AFF	26.6 (17)	57.8 (37)	15.6 (10)
		BUDGET-FIN	49.1 (27)	36.4 (20)	14.5 (8)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	PRESIDENT	11.5 (6)	76.9 (40)	11.5 (6)
		ACAD AFF	6.6 (4)	88.5 (54)	4.9 (3)
		STUDENT AFF	7.7 (5)	80.0 (52)	12.3 (8)
		BUDGET-FIN	16.4 (9)	67.3 (37)	16.4 (9)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	PRESIDENT	51.0 (26)	47.1 (24)	2.0 (1)
		ACAD AFF	23.0 (14)	68.9 (42)	8.2 (5)
		STUDENT AFF	43.1 (28)	50.8 (33)	6.2 (4)
		BUDGET-FIN	32.7 (18)	43.6 (24)	23.6 (13)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	PRESIDENT	69.2 (36)	26.9 (14)	3.8 (2)
		ACAD AFF	34.4 (21)	60.7 (37)	4.9 (3)
		STUDENT AFF	54.7 (35)	35.9 (23)	9.4 (6)
		BUDGET-FIN	80.0 (44)	16.4 (9)	3.6 (2)
I-7	Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	PRESIDENT	14.9 (7)	80.9 (38)	4.3 (2)
		ACAD AFF	6.6 (4)	83.6 (51)	9.8 (6)
		STUDENT AFF	13.8 (9)	75.4 (49)	10.8 (7)
		BUDGET-FIN	7.3 (4)	67.3 (37)	25.5 (14)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	PRESIDENT	18.0 (9)	80.0 (40)	2.0 (1)
		ACAD AFF	5.0 (3)	88.3 (53)	6.7 (4)
		STUDENT AFF	17.5 (11)	73.0 (46)	9.5 (6)
		BUDGET-FIN	10.9 (6)	65.5 (36)	23.6 (13)
I-9	Value of community business properties attributable to institution-related expenditures.	PRESIDENT	6.2 (3)	85.4 (41)	8.3 (4)
		ACAD AFF	5.0 (3)	91.7 (55)	3.3 (2)
		STUDENT AFF	9.4 (6)	75.0 (48)	15.6 (10)
		BUDGET-FIN	5.5 (3)	74.5 (41)	20.0 (11)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCES. (n)	NOT SURE (%) (n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	PRESIDENT	12.2 (6)	81.6 (40)	6.1 (3)
		ACAD AFF	6.7 (4)	88.3 (53)	5.0 (3)
		STUDENT AFF	16.9 (11)	75.4 (49)	7.7 (5)
		BUDGET-FIN	9.1 (5)	67.3 (37)	23.6 (13)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	PRESIDENT	9.8 (5)	76.5 (39)	13.7 (7)
		ACAD AFF	3.3 (2)	82.0 (50)	14.8 (9)
		STUDENT AFF	14.1 (9)	68.7 (44)	17.2 (11)
		BUDGET-FIN	3.6 (2)	63.6 (35)	32.7 (18)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	PRESIDENT	6.0 (3)	80.0 (40)	14.0 (7)
		ACAD AFF	8.3 (5)	85.0 (51)	6.7 (4)
		STUDENT AFF	18.5 (12)	64.6 (42)	16.9 (11)
		BUDGET-FIN	7.3 (4)	67.3 (37)	25.5 (14)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	PRESIDENT	42.0 (21)	54.0 (27)	4.0 (2)
		ACAD AFF	25.0 (15)	68.3 (41)	6.7 (4)
		STUDENT AFF	43.1 (28)	44.6 (29)	12.3 (8)
		BUDGET-FIN	40.0 (22)	41.8 (23)	18.2 (10)
I-14	Geographic distribution of alumni.	PRESIDENT	55.8 (29)	36.5 (19)	7.7 (4)
		ACAD AFF	37.7 (23)	55.7 (34)	6.6 (4)
		STUDENT AFF	52.3 (34)	36.9 (24)	10.8 (7)
		BUDGET-FIN	50.9 (28)	29.1 (16)	20.0 (11)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	PRESIDENT	24.0 (12)	58.0 (29)	18.0 (9)
		ACAD AFF	11.7 (7)	78.3 (47)	10.0 (6)
		STUDENT AFF	21.9 (14)	59.4 (38)	18.7 (12)
		BUDGET-FIN	18.2 (10)	47.3 (26)	34.5 (19)
I-16	Number of persons from the community employed by the institution.	PRESIDENT	84.6 (44)	15.4 (8)	0. (0)
		ACAD AFF	68.3 (41)	25.0 (15)	6.7 (4)
		STUDENT AFF	67.7 (44)	29.2 (19)	3.1 (2)
		BUDGET-FIN	83.6 (46)	10.9 (6)	5.5 (3)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	PRESIDENT	18.7 (9)	75.0 (36)	6.2 (3)
		ACAD AFF	14.8 (9)	75.4 (46)	9.8 (6)
		STUDENT AFF	15.6 (10)	67.2 (43)	17.2 (11)
		BUDGET-FIN	16.7 (9)	59.3 (32)	24.1 (13)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	PRESIDENT	2.1 (1)	95.7 (45)	2.1 (1)
		ACAD AFF	0. (0)	93.3 (56)	6.7 (4)
		STUDENT AFF	0. (0)	84.6 (55)	15.4 (10)
		BUDGET-FIN	3.7 (2)	70.4 (38)	25.9 (14)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	PRESIDENT	40.0 (20)	58.0 (29)	2.0 (1)
		ACAD AFF	49.2 (30)	39.3 (24)	11.5 (7)
		STUDENT AFF	30.8 (20)	60.0 (39)	9.2 (6)
		BUDGET-FIN	22.2 (12)	51.9 (28)	25.9 (14)
J-4	Number of papers presented at professional meeting per student, former student, and/or faculty/staff member within a certain time period.	PRESIDENT	28.6 (14)	65.3 (32)	6.1 (3)
		ACAD AFF	26.2 (16)	59.0 (36)	14.8 (9)
		STUDENT AFF	26.2 (17)	58.5 (38)	15.4 (10)
		BUDGET-FIN	13.0 (7)	53.7 (29)	33.3 (18)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	PRESIDENT	14.3 (7)	81.6 (40)	4.1 (2)
		ACAD AFF	19.7 (12)	63.9 (39)	16.4 (10)
		STUDENT AFF	12.3 (8)	69.2 (45)	18.5 (12)
		BUDGET-FIN	13.0 (7)	53.7 (29)	33.3 (18)
J-6	Average amount of faculty time spent in selected research and art producing activities.	PRESIDENT	24.5 (12)	69.4 (34)	6.1 (3)
		ACAD AFF	21.3 (13)	68.9 (42)	9.8 (6)
		STUDENT AFF	15.6 (10)	70.3 (45)	14.1 (9)
		BUDGET-FIN	22.2 (12)	50.0 (27)	27.8 (15)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	PRESIDENT	54.9 (28)	43.1 (22)	2.0 (1)
		ACAD AFF	56.7 (34)	36.7 (22)	6.7 (4)
		STUDENT AFF	47.7 (31)	38.5 (25)	13.8 (9)
		BUDGET-FIN	63.6 (35)	29.1 (16)	7.3 (4)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	PRESIDENT	73.1 (38)	26.9 (14)	0. (0)
		ACAD AFF	60.0 (36)	33.3 (20)	6.7 (4)
		STUDENT AFF	60.0 (39)	35.4 (23)	4.6 (3)
		BUDGET-FIN	83.6 (46)	10.9 (6)	5.5 (3)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	PRESIDENT	36.7 (18)	57.1 (38)	6.1 (3)
		ACAD AFF	41.0 (25)	50.8 (31)	8.2 (5)
		STUDENT AFF	32.3 (21)	53.8 (35)	13.8 (9)
		BUDGET-FIN	22.2 (12)	44.4 (24)	33.3 (18)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	PRESIDENT	14.6 (7)	81.2 (39)	4.2 (2)
		ACAD AFF	13.6 (8)	76.3 (45)	10.2 (6)
		STUDENT AFF	13.8 (9)	72.3 (47)	13.8 (9)
		BUDGET-FIN	14.5 (8)	60.0 (33)	25.5 (14)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	PRESIDENT	45.1 (23)	51.0 (26)	3.9 (2)
		ACAD AFF	57.4 (35)	26.2 (16)	16.4 (10)
		STUDENT AFF	31.2 (20)	56.2 (36)	12.5 (8)
		BUDGET-FIN	29.1 (16)	45.5 (25)	25.5 (14)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	PRESIDENT	12.0 (6)	78.0 (39)	10.0 (5)
		ACAD AFF	10.0 (6)	83.3 (50)	6.7 (4)
		STUDENT AFF	14.1 (9)	75.0 (48)	10.9 (7)
		BUDGET-FIN	9.1 (5)	65.5 (36)	25.5 (14)
J-13	Number and percentage of graduates engaged in research activities.	PRESIDENT	6.1 (3)	85.7 (42)	8.2 (4)
		ACAD AFF	8.3 (5)	80.0 (48)	11.7 (7)
		STUDENT AFF	12.5 (8)	73.4 (47)	14.1 (9)
		BUDGET-FIN	10.9 (6)	63.6 (35)	25.5 (14)
J-14	Number and percentage of faculty /staff and students invited to participate in professional meetings and conferences.	PRESIDENT	31.4 (16)	60.8 (31)	7.8 (4)
		ACAD AFF	28.3 (17)	51.7 (31)	20.0 (12)
		STUDENT AFF	27.0 (17)	60.3 (38)	12.7 (8)
		BUDGET-FIN	16.4 (9)	56.4 (31)	27.3 (15)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	PRESIDENT	18.0 (9)	76.0 (38)	6.0 (3)
		ACAD AFF	5.2 (3)	77.6 (45)	17.2 (10)
		STUDENT AFF	12.7 (8)	77.8 (49)	9.5 (6)
		BUDGET-FIN	5.5 (3)	65.5 (36)	29.1 (16)

TABLE C.3

The Percentage and Number of Responses to the "Needs" Question, by Administrators in Community Colleges, Four-Year Colleges, and Universities*

*It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	COMM COLL	41.9 (26)	37.1 (23)	21.0 (13)
		4-YR COLL	30.4 (28)	46.7 (43)	22.8 (21)
		UNIVERSITY	30.0 (24)	36.2 (29)	33.7 (27)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	COMM COLL	35.5 (22)	48.4 (30)	16.1 (10)
		4-YR COLL	32.6 (30)	41.3 (38)	26.1 (24)
		UNIVERSITY	28.7 (23)	38.7 (31)	32.5 (26)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	COMM COLL	54.8 (34)	30.6 (19)	14.5 (9)
		4-YR COLL	16.7 (15)	56.7 (51)	26.7 (24)
		UNIVERSITY	25.0 (20)	50.0 (40)	25.0 (20)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	COMM COLL	34.4 (21)	42.6 (26)	23.0 (14)
		4-YR COLL	25.0 (23)	48.9 (45)	26.1 (24)
		UNIVERSITY	25.0 (20)	42.5 (34)	32.5 (26)
A-5	Student scores on tests that indicate thier ability to analyze problems (e.g., the recognition of biased points in an article or speech).	COMM COLL	34.4 (21)	41.0 (25)	24.6 (15)
		4-YR COLL	22.0 (20)	50.5 (46)	27.5 (25)
		UNIVERSITY	25.3 (20)	41.8 (33)	32.9 (26)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	COMM COLL	0.0 (0)	36.1 (22)	63.9 (39)
		4-YR COLL	3.3 (3)	42.4 (39)	54.3 (50)
		UNIVERSITY	7.5 (6)	36.2 (29)	56.2 (45)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	COMM COLL	65.6 (40)	18.0 (11)	16.4 (10)
		4-YR COLL	54.3 (50)	25.0 (23)	20.7 (19)
		UNIVERSITY	41.2 (33)	35.0 (28)	23.7 (19)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	COMM COLL	23.0 (14)	49.2 (30)	27.9 (17)
		4-YR COLL	22.0 (20)	37.4 (34)	40.7 (37)
		UNIVERSITY	6.2 (5)	50.0 (40)	43.7 (35)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	COMM COLL	9.8 (6)	47.5 (29)	42.6 (26)
		4-YR COLL	4.3 (4)	31.5 (29)	64.1 (59)
		UNIVERSITY	2.5 (2)	18.7 (15)	78.7 (63)
A-10	Number and percentage of students surveyed who have participated in activities that enhance thier athletic skills (e.g., intramural and varsity sports).	COMM COLL	11.5 (7)	45.9 (28)	42.6 (26)
		4-YR COLL	13.2 (12)	40.7 (37)	46.2 (42)
		UNIVERSITY	3.7 (3)	47.5 (38)	48.7 (39)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	COMM COLL	52.5 (32)	39.3 (24)	8.2 (5)
		4-YR COLL	42.9 (39)	45.1 (41)	12.1 (11)
		UNIVERSITY	40.0 (32)	41.2 (33)	18.7 (15)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period.	COMM COLL	29.5 (18)	54.1 (33)	16.4 (10)
		4-YR COLL	33.0 (30)	46.2 (42)	20.9 (19)
		UNIVERSITY	46.2 (37)	35.0 (28)	18.7 (15)

OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
B-3 Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	COMM COLL	55.7 (34)	36.1 (22)	8.2 (5)
	4-YR COLL	50.5 (46)	30.8 (28)	18.7 (17)
	UNIVERSITY	39.2 (31)	36.7 (29)	24.1 (19)
B-4 Number of awards and citations received per student and/or former student for their academic performance.	COMM COLL	23.0 (14)	45.9 (28)	31.1 (19)
	4-YR COLL	23.1 (21)	48.4 (44)	28.6 (26)
	UNIVERSITY	7.6 (6)	57.0 (45)	35.4 (28)
B-5 Number of students receiving a degree, diploma, and certificate within a certain time period.	COMM COLL	73.8 (45)	19.7 (12)	6.6 (4)
	4-YR COLL	69.7 (62)	21.3 (19)	9.0 (8)
	UNIVERSITY	71.2 (57)	22.5 (18)	6.2 (5)
B-6 Average amount of time it takes a student to earn a degree, diploma, or certificate.	COMM COLL	60.7 (37)	32.8 (20)	6.6 (4)
	4-YR COLL	47.3 (43)	41.8 (38)	11.0 (10)
	UNIVERSITY	53.2 (42)	35.4 (28)	11.4 (9)
B-7 Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	COMM COLL	62.3 (38)	27.9 (17)	9.8 (6)
	4-YR COLL	63.7 (58)	27.5 (25)	8.8 (8)
	UNIVERSITY	58.7 (47)	33.7 (27)	7.5 (6)
B-8 Number and percentage of graduates for the year who transferred from another school.	COMM COLL	47.5 (29)	41.0 (25)	11.5 (7)
	4-YR COLL	56.0 (51)	31.9 (29)	12.1 (11)
	UNIVERSITY	62.5 (50)	31.2 (25)	6.2 (5)
B-9 Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	COMM COLL	73.8 (45)	21.3 (13)	4.9 (3)
	4-YR COLL	71.4 (65)	22.0 (20)	6.6 (6)
	UNIVERSITY	70.0 (56)	26.2 (21)	3.7 (3)
B-10 Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	COMM COLL	57.4 (35)	31.1 (19)	11.5 (7)
	4-YR COLL	35.6 (32)	47.8 (43)	16.7 (15)
	UNIVERSITY	30.8 (24)	50.0 (39)	19.2 (15)
B-11 Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	COMM COLL	33.3 (20)	48.3 (29)	18.3 (11)
	4-YR COLL	26.4 (24)	58.2 (53)	15.4 (14)
	UNIVERSITY	16.2 (13)	61.2 (49)	22.5 (18)
B-12 Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	COMM COLL	32.8 (20)	45.9 (28)	21.3 (13)
	4-YR COLL	25.3 (23)	53.8 (49)	20.9 (19)
	UNIVERSITY	27.5 (22)	42.5 (34)	30.0 (24)
B-13 Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruciton.	COMM COLL	32.8 (20)	45.9 (28)	21.3 (13)
	4-YR COLL	25.6 (23)	48.9 (44)	25.6 (23)
	UNIVERSITY	27.5 (22)	47.5 (38)	25.0 (20)
B-14 Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	COMM COLL	27.9 (17)	52.5 (32)	19.7 (12)
	4-YR COLL	17.8 (16)	53.3 (48)	28.9 (26)
	UNIVERSITY	31.2 (25)	41.2 (33)	27.5 (22)
C-1 Number and percentage of former students surveyed who indicate that they would send their children to the same school.	COMM COLL	24.6 (15)	60.7 (37)	14.8 (9)
	4-YR COLL	29.3 (27)	56.5 (52)	14.1 (13)
	UNIVERSITY	25.0 (20)	60.0 (48)	15.0 (12)

OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
C-2 Average amount of alumni gifts within a certain time period after graduation.	COMM COLL	20.0 (12)	43.3 (26)	36.7 (22)
	4-YR COLL	30.4 (28)	48.9 (45)	20.7 (19)
	UNIVERSITY	26.2 (21)	51.2 (41)	22.5 (18)
C-3 Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	COMM COLL	52.5 (32)	37.7 (23)	9.8 (6)
	4-YR COLL	46.7 (43)	45.7 (42)	7.6 (7)
	UNIVERSITY	36.2 (29)	48.7 (39)	15.0 (12)
C-4 Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	COMM COLL	45.9 (28)	42.6 (26)	11.5 (7)
	4-YR COLL	37.0 (34)	48.9 (45)	14.1 (13)
	UNIVERSITY	32.5 (26)	41.2 (33)	26.2 (21)
C-5 Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	COMM COLL	39.3 (24)	45.9 (28)	14.8 (9)
	4-YR COLL	32.6 (30)	52.2 (48)	15.2 (14)
	UNIVERSITY	27.5 (22)	41.2 (33)	31.2 (25)
C-6 Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	COMM COLL	37.7 (23)	44.3 (27)	18.0 (11)
	4-YR COLL	31.5 (29)	52.2 (48)	16.3 (15)
	UNIVERSITY	25.0 (20)	42.5 (34)	32.5 (26)
C-7 Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	COMM COLL	54.1 (33)	36.1 (22)	9.8 (6)
	4-YR COLL	42.4 (39)	48.9 (45)	8.7 (8)
	UNIVERSITY	35.0 (28)	42.5 (34)	22.5 (18)
C-8 Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	COMM COLL	55.7 (34)	36.1 (22)	8.2 (5)
	4-YR COLL	42.4 (39)	47.8 (44)	9.8 (9)
	UNIVERSITY	35.0 (28)	45.0 (36)	20.0 (16)
D-1 Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	COMM COLL	65.6 (40)	32.8 (20)	1.6 (1)
	4-YR COLL	38.0 (35)	50.0 (46)	12.0 (11)
	UNIVERSITY	29.1 (23)	53.2 (42)	17.7 (14)
D-2 Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	COMM COLL	47.5 (29)	37.7 (23)	14.8 (9)
	4-YR COLL	28.3 (26)	51.1 (47)	20.7 (19)
	UNIVERSITY	16.5 (13)	57.0 (45)	26.6 (21)
D-3 Average first salary of former students.	COMM COLL	49.2 (30)	41.0 (25)	9.8 (6)
	4-YR COLL	18.5 (17)	66.3 (61)	15.2 (14)
	UNIVERSITY	17.7 (14)	55.7 (44)	26.6 (21)
D-4 Distribuiton of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	COMM COLL	38.3 (23)	45.0 (27)	16.7 (10)
	4-YR COLL	13.0 (12)	69.6 (64)	17.4 (16)
	UNIVERSITY	16.5 (13)	57.0 (45)	26.6 (21)
D-5 Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	COMM COLL	44.3 (27)	37.7 (23)	18.0 (11)
	4-YR COLL	13.2 (12)	62.6 (57)	24.2 (22)
	UNIVERSITY	15.2 (12)	45.6 (36)	39.2 (31)
D-6 Number of professional occupation awards and citations received per former student surveyed.	COMM COLL	16.4 (10)	47.5 (29)	36.1 (22)
	4-YR COLL	6.5 (6)	58.7 (54)	34.8 (32)
	UNIVERSITY	7.6 (6)	51.9 (41)	40.5 (32)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	COMM COLL	23.3 (14)	51.7 (31)	25.0 (15)
		4-YR COLL	20.7 (19)	60.9 (56)	18.5 (17)
		UNIVERSITY	10.1 (8)	57.0 (45)	32.9 (26)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	COMM COLL	26.2 (16)	49.2 (30)	24.6 (15)
		4-YR COLL	7.6 (7)	54.3 (50)	38.0 (35)
		UNIVERSITY	10.1 (8)	35.4 (28)	54.4 (43)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	COMM COLL	27.9 (17)	49.2 (30)	23.0 (14)
		4-YR COLL	13.0 (12)	51.1 (47)	35.9 (33)
		UNIVERSITY	8.9 (7)	43.0 (34)	48.1 (38)
D-10	Average first salary expectations of students.	COMM COLL	31.1 (19)	49.2 (30)	19.7 (12)
		4-YR COLL	12.0 (11)	60.9 (56)	27.2 (25)
		UNIVERSITY	13.9 (11)	44.3 (35)	41.8 (33)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	COMM COLL	63.9 (39)	27.9 (17)	8.2 (5)
		4-YR COLL	52.2 (48)	40.2 (37)	7.6 (7)
		UNIVERSITY	45.0 (36)	36.2 (29)	18.7 (15)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	COMM COLL	41.0 (25)	42.6 (26)	16.4 (10)
		4-YR COLL	34.4 (31)	44.4 (40)	21.1 (19)
		UNIVERSITY	20.0 (16)	40.0 (32)	40.0 (32)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	COMM COLL	49.2 (30)	36.1 (22)	14.8 (9)
		4-YR COLL	38.5 (35)	50.5 (46)	11.0 (10)
		UNIVERSITY	28.7 (23)	43.7 (35)	27.5 (22)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	COMM COLL	11.9 (7)	40.7 (24)	47.5 (28)
		4-YR COLL	14.1 (13)	34.8 (32)	51.1 (47)
		UNIVERSITY	15.0 (12)	27.5 (22)	57.5 (46)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	COMM COLL	10.2 (6)	47.5 (28)	42.4 (25)
		4-YR COLL	18.5 (17)	29.3 (27)	52.2 (48)
		UNIVERSITY	16.2 (13)	22.5 (18)	61.2 (49)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	COMM COLL	1.7 (1)	25.4 (15)	72.9 (43)
		4-YR COLL	4.3 (4)	37.0 (34)	58.7 (54)
		UNIVERSITY	8.7 (7)	26.2 (21)	65.0 (52)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	COMM COLL	0.0 (0)	33.9 (20)	66.1 (39)
		4-YR COLL	9.8 (9)	30.4 (28)	59.8 (55)
		UNIVERSITY	11.2 (9)	23.7 (19)	65.0 (52)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	COMM COLL	0.0 (0)	23.7 (14)	76.3 (45)
		4-YR COLL	7.6 (7)	21.7 (20)	70.7 (65)
		UNIVERSITY	5.0 (4)	32.5 (26)	62.5 (50)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	COMM COLL	8.5 (5)	57.6 (34)	33.9 (20)
		4-YR COLL	17.4 (16)	41.3 (38)	41.3 (38)
		UNIVERSITY	15.0 (12)	48.7 (39)	36.2 (29)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about thier self-image.	COMM COLL	25.4 (15)	42.4 (25)	32.2 (19)
		4-YR COLL	27.2 (25)	33.7 (31)	39.1 (36)
		UNIVERSITY	16.2 (13)	36.2 (29)	47.5 (38)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	COMM COLL	8.2 (5)	45.9 (28)	45.9 (28)
		4-YR COLL	9.8 (9)	46.7 (43)	43.5 (40)
		UNIVERSITY	3.7 (3)	46.2 (37)	50.0 (40)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	COMM COLL	4.9 (3)	47.5 (29)	47.5 (29)
		4-YR COLL	7.6 (7)	52.2 (48)	40.2 (37)
		UNIVERSITY	3.7 (3)	51.2 (41)	45.0 (36)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	COMM COLL	23.0 (14)	42.6 (26)	34.4 (21)
		4-YR COLL	18.5 (17)	41.3 (38)	40.2 (37)
		UNIVERSITY	11.2 (9)	41.2 (33)	47.5 (38)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	COMM COLL	4.9 (3)	54.1 (33)	41.0 (25)
		4-YR COLL	13.0 (12)	51.1 (47)	35.9 (33)
		UNIVERSITY	3.7 (3)	52.5 (42)	43.7 (35)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	COMM COLL	6.6 (4)	52.5 (32)	41.0 (25)
		4-YR COLL	12.0 (11)	53.3 (49)	34.8 (32)
		UNIVERSITY	5.0 (4)	46.2 (37)	48.7 (39)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	COMM COLL	5.0 (3)	55.0 (33)	40.0 (24)
		4-YR COLL	10.9 (10)	51.1 (47)	38.0 (35)
		UNIVERSITY	7.5 (6)	43.7 (35)	48.7 (39)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	COMM COLL	0.0 (0)	24.6 (15)	75.4 (46)
		4-YR COLL	1.1 (1)	16.3 (15)	82.6 (76)
		UNIVERSITY	2.5 (2)	21.5 (17)	75.9 (60)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	COMM COLL	1.6 (1)	18.0 (11)	80.3 (49)
		4-YR COLL	5.4 (5)	19.6 (18)	75.0 (69)
		UNIVERSITY	3.7 (3)	35.0 (28)	61.2 (49)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	COMM COLL	3.3 (2)	37.7 (23)	59.0 (36)
		4-YR COLL	6.5 (6)	30.4 (28)	63.0 (58)
		UNIVERSITY	3.7 (3)	32.5 (26)	63.7 (51)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	COMM COLL	4.9 (3)	41.0 (25)	54.1 (33)
		4-YR COLL	6.6 (6)	24.2 (22)	69.2 (63)
		UNIVERSITY	3.7 (3)	33.7 (27)	62.5 (50)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	COMM COLL	1.6 (1)	39.3 (24)	59.0 (36)
		4-YR COLL	4.3 (4)	28.3 (26)	67.4 (62)
		UNIVERSITY	3.7 (3)	35.0 (28)	61.2 (49)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	COMM COLL	14.8 (9)	34.4 (21)	50.8 (31)
		4-YR COLL	17.4 (16)	39.1 (36)	43.5 (40)
		UNIVERSITY	16.2 (13)	38.7 (31)	45.0 (36)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	COMM COLL	14.8 (9)	44.3 (27)	41.0 (25)
		4-YR COLL	17.4 (16)	47.8 (44)	34.8 (32)
		UNIVERSITY	15.0 (12)	42.5 (34)	42.5 (34)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	COMM COLL	18.0 (11)	49.2 (30)	32.8 (20)
		4-YR COLL	15.4 (14)	52.7 (48)	31.9 (29)
		UNIVERSITY	6.2 (5)	50.0 (40)	43.7 (35)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	COMM COLL	14.8 (9)	49.2 (30)	36.1 (22)
		4-YR COLL	16.5 (15)	50.5 (46)	33.0 (30)
		UNIVERSITY	16.2 (13)	45.0 (36)	38.7 (31)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	COMM COLL	1.6 (1)	36.1 (22)	62.3 (38)
		4-YR COLL	8.8 (8)	33.0 (30)	58.2 (53)
		UNIVERSITY	6.2 (5)	35.0 (28)	58.7 (47)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	COMM COLL	60.7 (37)	31.1 (19)	8.2 (5)
		4-YR COLL	39.6 (36)	39.6 (36)	20.9 (19)
		UNIVERSITY	29.5 (23)	50.0 (39)	20.5 (16)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	COMM COLL	42.6 (26)	41.0 (25)	16.4 (10)
		4-YR COLL	26.4 (24)	46.2 (42)	27.5 (25)
		UNIVERSITY	16.7 (13)	50.0 (39)	33.3 (26)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	COMM COLL	34.4 (21)	47.5 (29)	18.0 (11)
		4-YR COLL	14.3 (13)	54.9 (50)	30.8 (28)
		UNIVERSITY	15.4 (12)	47.4 (37)	37.2 (29)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	COMM COLL	32.8 (20)	47.5 (29)	19.7 (12)
		4-YR COLL	16.7 (15)	44.4 (40)	38.9 (35)
		UNIVERSITY	10.3 (8)	48.7 (38)	41.0 (32)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	COMM COLL	37.7 (23)	42.6 (26)	19.7 (12)
		4-YR COLL	29.7 (27)	51.6 (47)	18.7 (17)
		UNIVERSITY	34.6 (27)	37.2 (29)	28.2 (22)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	COMM COLL	32.8 (20)	47.5 (29)	19.7 (12)
		4-YR COLL	22.0 (20)	52.7 (48)	25.3 (23)
		UNIVERSITY	29.5 (23)	41.0 (32)	29.5 (23)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	COMM COLL	27.9 (17)	54.1 (33)	18.0 (11)
		4-YR COLL	24.2 (22)	57.1 (52)	18.7 (17)
		UNIVERSITY	26.2 (21)	50.0 (40)	23.7 (19)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	COMM COLL	24.6 (15)	47.5 (29)	27.9 (17)
		4-YR COLL	13.2 (12)	44.0 (40)	42.9 (39)
		UNIVERSITY	15.2 (12)	51.9 (41)	32.9 (26)
H-3	Ratio of total income for community services to total budget for community services.	COMM COLL	43.3 (26)	45.0 (27)	11.7 (7)
		4-YR COLL	23.1 (21)	39.6 (36)	37.4 (34)
		UNIVERSITY	28.2 (22)	37.2 (29)	34.6 (27)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	COMM COLL	52.5 (32)	29.5 (18)	18.0 (11)
		4-YR COLL	48.9 (45)	25.0 (23)	26.1 (24)
		UNIVERSITY	45.0 (36)	30.0 (24)	25.0 (20)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	COMM COLL	44.3 (27)	42.6 (26)	13.1 (8)
		4-YR COLL	33.7 (31)	46.7 (43)	19.6 (18)
		UNIVERSITY	37.5 (30)	40.0 (32)	22.5 (18)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	COMM COLL	37.7 (23)	49.2 (30)	13.1 (8)
		4-YR COLL	28.6 (26)	38.5 (35)	33.0 (30)
		UNIVERSITY	30.4 (24)	43.0 (34)	26.6 (21)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	COMM COLL	29.5 (18)	45.9 (28)	24.6 (15)
		4-YR COLL	22.8 (21)	50.0 (46)	27.2 (25)
		UNIVERSITY	21.2 (17)	46.2 (37)	32.5 (26)
I-1	Number and percentage of students who are employed in businesses, agencies and organiztions in the community.	COMM COLL	40.3 (25)	54.8 (34)	4.8 (3)
		4-YR COLL	34.8 (32)	51.1 (47)	14.1 (13)
		UNIVERSITY	32.5 (26)	50.0 (40)	17.5 (14)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	COMM COLL	25.8 (16)	50.0 (31)	24.2 (15)
		4-YR COLL	33.7 (31)	43.5 (40)	22.8 (21)
		UNIVERSITY	21.2 (17)	48.7 (39)	30.0 (24)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	COMM COLL	29.0 (18)	40.3 (25)	30.6 (19)
		4-YR COLL	27.2 (25)	44.6 (41)	28.3 (26)
		UNIVERSITY	25.0 (20)	48.7 (39)	26.2 (21)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	COMM COLL	25.8 (16)	41.9 (26)	32.3 (20)
		4-YR COLL	28.3 (26)	48.9 (45)	22.8 (21)
		UNIVERSITY	21.2 (17)	52.5 (42)	26.2 (21)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	COMM COLL	32.3 (20)	45.2 (28)	22.6 (14)
		4-YR COLL	34.8 (32)	35.9 (33)	29.3 (27)
		UNIVERSITY	30.0 (24)	43.7 (35)	26.2 (21)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	COMM COLL	33.9 (21)	35.5 (22)	30.6 (19)
		4-YR COLL	37.0 (34)	37.0 (34)	26.1 (24)
		UNIVERSITY	31.2 (25)	38.7 (31)	30.0 (24)
I-7	Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	COMM COLL	55.7 (34)	32.8 (20)	11.5 (7)
		4-YR COLL	37.4 (34)	44.0 (40)	18.7 (17)
		UNIVERSITY	20.0 (16)	43.7 (35)	36.2 (29)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	COMM COLL	16.1 (10)	38.7 (24)	45.2 (28)
		4-YR COLL	28.6 (26)	42.9 (39)	28.6 (26)
		UNIVERSITY	23.7 (19)	41.2 (33)	35.0 (28)
I-9	Value of community business properties attributable to institution-related expenditures.	COMM COLL	17.7 (11)	30.6 (19)	51.6 (32)
		4-YR COLL	14.6 (13)	46.1 (41)	39.3 (35)
		UNIVERSITY	16.5 (13)	40.5 (32)	43.0 (34)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	COMM COLL	19.4 (12)	40.3 (25)	40.3 (25)
		4-YR COLL	14.4 (13)	45.6 (41)	40.0 (36)
		UNIVERSITY	17.5 (14)	40.0 (32)	42.5 (34)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	COMM COLL	33.9 (21)	53.2 (33)	12.9 (8)
		4-YR COLL	29.3 (27)	44.6 (41)	26.1 (24)
		UNIVERSITY	27.5 (22)	52.5 (42)	20.0 (16)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	COMM COLL	37.1 (23)	43.5 (27)	19.4 (12)
		4-YR COLL	21.7 (20)	44.6 (41)	33.7 (31)
		UNIVERSITY	22.5 (18)	42.5 (34)	35.0 (28)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	COMM COLL	32.3 (20)	43.5 (27)	24.2 (15)
		4-YR COLL	20.7 (19)	41.3 (38)	38.0 (35)
		UNIVERSITY	15.0 (12)	47.5 (38)	37.5 (30)
I-14	Geographic distribution of alumni.	COMM COLL	22.6 (14)	59.7 (37)	17.7 (11)
		4-YR COLL	35.9 (33)	47.8 (44)	16.3 (15)
		UNIVERSITY	31.2 (25)	50.0 (40)	18.7 (15)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	COMM COLL	64.5 (40)	32.3 (20)	3.2 (2)
		4-YR COLL	57.6 (53)	30.4 (28)	12.0 (11)
		UNIVERSITY	34.2 (27)	50.6 (40)	15.2 (12)
I-16	Number of persons from the community employed by the institution.	COMM COLL	58.1 (36)	24.2 (15)	17.7 (11)
		4-YR COLL	45.7 (42)	29.3 (27)	25.0 (23)
		UNIVERSITY	43.7 (35)	33.7 (27)	22.5 (18)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	COMM COLL	11.3 (7)	38.7 (24)	50.0 (31)
		4-YR COLL	9.9 (9)	50.5 (46)	39.6 (36)
		UNIVERSITY	23.7 (19)	43.7 (35)	32.5 (26)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	COMM COLL	3.2 (2)	29.0 (18)	67.7 (42)
		4-YR COLL	3.3 (3)	20.7 (19)	76.1 (70)
		UNIVERSITY	12.5 (10)	33.7 (27)	53.7 (43)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	COMM COLL	9.7 (6)	56.5 (35)	33.9 (21)
		4-YR COLL	25.0 (23)	41.3 (38)	33.7 (31)
		UNIVERSITY	30.0 (24)	40.0 (32)	30.0 (24)
J-4	Number of papers presented at professional meeting per student, former student, and/or faculty/staff member within a certain time period.	COMM COLL	9.7 (6)	58.1 (36)	32.3 (20)
		4-YR COLL	17.4 (16)	51.1 (47)	31.5 (29)
		UNIVERSITY	27.5 (22)	45.0 (36)	27.5 (22)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	COMM COLL	14.5 (9)	58.1 (36)	27.4 (17)
		4-YR COLL	19.6 (18)	58.7 (54)	21.7 (20)
		UNIVERSITY	23.7 (19)	51.2 (41)	25.0 (20)
J-6	Average amount of faculty time spent in selected research and art producing activities.	COMM COLL	14.8 (9)	49.2 (30)	36.1 (22)
		4-YR COLL	30.0 (27)	42.2 (38)	27.8 (25)
		UNIVERSITY	38.7 (31)	37.5 (30)	23.7 (19)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	COMM COLL	41.9 (26)	33.9 (21)	24.2 (15)
		4-YR COLL	40.2 (37)	35.9 (33)	23.9 (22)
		UNIVERSITY	46.2 (37)	35.0 (28)	18.7 (15)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	COMM COLL	45.2 (28)	33.9 (21)	21.0 (13)
		4-YR COLL	56.5 (52)	21.7 (20)	21.7 (20)
		UNIVERSITY	57.5 (46)	27.5 (22)	15.0 (12)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	COMM COLL	25.8 (16)	50.0 (31)	24.2 (15)
		4-YR COLL	26.1 (24)	[illegible].8 (32)	39.1 (36)
		UNIVERSITY	18.7 (15)	55.0 (44)	26.2 (21)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	COMM COLL	11.3 (7)	43.5 (27)	45.2 (28)
		4-YR COLL	13.0 (12)	40.2 (37)	46.7 (43)
		UNIVERSITY	18.7 (15)	45.0 (36)	36.2 (29)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	COMM COLL	19.4 (12)	50.0 (31)	30.6 (19)
		4-YR COLL	27.2 (25)	38.0 (35)	34.8 (32)
		UNIVERSITY	30.0 (24)	50.0 (40)	20.0 (16)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	COMM COLL	19.4 (12)	43.5 (27)	37.1 (23)
		4-YR COLL	21.7 (20)	37.0 (34)	41.3 (38)
		UNIVERSITY	30.0 (24)	45.0 (36)	25.0 (20)
J-13	Number and percentage of graduates engaged in research activities.	COMM COLL	6.5 (4)	41.9 (26)	51.6 (32)
		4-YR COLL	16.3 (15)	55.4 (51)	28.3 (26)
		UNIVERSITY	15.0 (12)	51.2 (41)	33.7 (27)
J-14	Number and percentage of faculty /staff and students invited to participate in professional meetings and conferences.	COMM COLL	14.5 (9)	59.7 (37)	25.8 (16)
		4-YR COLL	26.1 (24)	43.5 (40)	30.4 (28)
		UNIVERSITY	20.0 (16)	46.2 (37)	33.7 (27)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	COMM COLL	11.3 (7)	53.2 (33)	35.5 (22)
		4-YR COLL	17.4 (16)	54.3 (50)	28.3 (26)
		UNIVERSITY	15.0 (12)	48.7 (39)	36.2 (29)

TABLE C.4

The Percentage and Number of Responses to the "Needs" Question, by Administrators in Public and Private Four-Year Colleges and Universities*

*It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	4-YR PUB	30.2 (13)	41.9 (18)	27.9 (12)
		4-YR PRIV	30.6 (15)	51.0 (25)	18.4 (9)
		UNIV PUB	22.7 (10)	38.6 (17)	38.6 (17)
		UNIV PRIV	38.9 (14)	33.3 (12)	27.8 (10)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	4-YR PUB	34.9 (15)	34.9 (15)	30.2 (13)
		4-YR PRIV	30.6 (15)	46.9 (23)	22.4 (11)
		UNIV PUB	22.7 (10)	38.6 (17)	38.6 (17)
		UNIV PRIV	36.1 (13)	38.9 (14)	25.0 (9)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	4-YR PUB	23.8 (10)	59.5 (25)	16.7 (7)
		4-YR PRIV	10.4 (5)	54.2 (26)	35.4 (17)
		UNIV PUB	25.0 (11)	43.2 (19)	31.8 (14)
		UNIV PRIV	25.0 (9)	58.3 (21)	16.7 (6)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	4-YR PUB	27.9 (12)	41.9 (18)	30.2 (13)
		4-YR PRIV	22.4 (11)	55.1 (27)	22.4 (11)
		UNIV PUB	22.7 (10)	43.2 (19)	34.1 (15)
		UNIV PRIV	27.8 (10)	41.7 (15)	30.6 (11)
A-5	Student scores on tests that indicate thier ability to analyze problems (e.g., the recognition of biased points in an article or speech).	4-YR PUB	23.8 (10)	40.5 (17)	35.7 (15)
		4-YR PRIV	20.4 (10)	59.2 (29)	20.4 (10)
		UNIV PUB	22.7 (10)	40.9 (18)	36.4 (16)
		UNIV PRIV	28.6 (10)	42.9 (15)	28.6 (10)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	4-YR PUB	4.7 (2)	46.5 (20)	48.8 (21)
		4-YR PRIV	2.0 (1)	38.8 (19)	59.2 (29)
		UNIV PUB	6.8 (3)	36.4 (16)	56.8 (25)
		UNIV PRIV	8.3 (3)	36.1 (13)	55.6 (20)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	4-YR PUB	53.5 (23)	18.6 (8)	27.9 (12)
		4-YR PRIV	55.1 (27)	30.6 (15)	14.3 (7)
		UNIV PUB	45.5 (20)	27.3 (12)	27.3 (12)
		UNIV PRIV	36.1 (13)	44.4 (16)	19.4 (7)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	4-YR PUB	27.9 (12)	34.9 (15)	37.2 (16)
		4-YR PRIV	16.7 (8)	39.6 (19)	43.7 (21)
		UNIV PUB	2.3 (1)	47.7 (21)	50.0 (22)
		UNIV PRIV	11.1 (4)	52.8 (19)	36.1 (13)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	4-YR PUB	4.7 (2)	37.2 (16)	58.1 (25)
		4-YR PRIV	4.1 (2)	26.5 (13)	69.4 (34)
		UNIV PUB	2.3 (1)	15.9 (7)	81.8 (36)
		UNIV PRIV	2.8 (1)	22.2 (8)	75.0 (27)
A-10	Number and percentage of students surveyed who have participated in activities that enhance thier athletic skills (e.g., intramural and varsity sports).	4-YR PUB	14.3 (6)	38.1 (16)	47.6 (20)
		4-YR PRIV	12.2 (6)	42.9 (21)	44.9 (22)
		UNIV PUB	4.5 (2)	34.1 (15)	61.4 (27)
		UNIV PRIV	2.8 (1)	63.9 (23)	33.3 (12)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	4-YR PUB	58.1 (25)	27.9 (12)	14.0 (6)
		4-YR PRIV	29.2 (14)	60.4 (29)	10.4 (5)
		UNIV PUB	40.9 (18)	45.5 (20)	13.6 (6)
		UNIV PRIV	38.9 (14)	36.1 (13)	25.0 (9)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period.	4-YR PUB	34.9 (15)	48.8 (21)	16.3 (7)
		4-YR PRIV	31.2 (15)	43.7 (21)	25.0 (12)
		UNIV PUB	45.5 (20)	36.4 (16)	18.2 (8)
		UNIV PRIV	47.2 (17)	33.3 (12)	19.4 (7)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	4-YR PUB	53.5 (23)	30.2 (13)	16.3 (7)
		4-YR PRIV	47.9 (23)	31.2 (15)	20.8 (10)
		UNIV PUB	38.6 (17)	38.6 (17)	22.7 (10)
		UNIV PRIV	40.0 (14)	34.3 (12)	25.7 (9)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	4-YR PUB	14.0 (6)	51.2 (22)	34.9 (15)
		4-YR PRIV	31.2 (15)	45.8 (22)	22.9 (11)
		UNIV PUB	6.8 (3)	56.8 (25)	36.4 (16)
		UNIV PRIV	8.6 (3)	57.1 (20)	34.3 (12)
B-5	Number of students receiving a degree, diploma, and certificate within a certain time period.	4-YR PUB	76.7 (33)	18.6 (8)	4.7 (2)
		4-YR PRIV	63.0 (29)	23.9 (11)	13.0 (6)
		UNIV PUB	77.3 (34)	13.6 (6)	9.1 (4)
		UNIV PRIV	63.9 (23)	33.3 (12)	2.8 (1)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	4-YR PUB	55.8 (24)	37.2 (16)	7.0 (3)
		4-YR PRIV	39.6 (19)	45.8 (22)	14.6 (7)
		UNIV PUB	55.8 (24)	32.6 (14)	11.6 (5)
		UNIV PRIV	50.0 (18)	38.9 (14)	11.1 (4)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	4-YR PUB	62.8 (27)	27.9 (12)	9.3 (4)
		4 YR PRIV	64.6 (31)	27.1 (13)	8.3 (4)
		UNIV PUB	59.1 (26)	31.8 (14)	9.1 (4)
		UNIV PRIV	58.3 (21)	36.1 (13)	5.6 (2)
B-8	Number and percentage of graduates for the year who transferred from another school.	4-YR PUB	60.5 (26)	32.6 (14)	7.0 (3)
		4-YR PRIV	52.1 (25)	31.2 (15)	16.7 (8)
		UNIV PUB	56.8 (25)	36.4 (16)	6.8 (3)
		UNIV PRIV	69.4 (25)	25.0 (9)	5.6 (2)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	4-YR PUB	72.1 (31)	20.9 (9)	7.0 (3)
		4-YR PRIV	70.8 (34)	22.9 (11)	6.2 (3)
		UNIV PUB	65.9 (29)	27.3 (12)	6.8 (3)
		UNIV PRIV	75.0 (27)	25.0 (9)	0.0 (0)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	4-YR PUB	37.2 (16)	51.2 (22)	11.6 (5)
		4-YR PRIV	34.0 (16)	44.7 (21)	21.3 (10)
		UNIV PUB	29.5 (13)	50.0 (22)	20.5 (9)
		UNIV PRIV	32.4 (11)	50.0 (17)	17.6 (6)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	4-YR PUB	26.2 (11)	57.1 (24)	16.7 (7)
		4-YR PRIV	26.5 (13)	59.2 (29)	14.3 (7)
		UNIV PUB	15.9 (7)	59.1 (26)	25.0 (11)
		UNIV PRIV	16.7 (6)	63.9 (23)	19.4 (7)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	4-YR PUB	28.6 (12)	50.0 (21)	21.4 (9)
		4-YR PRIV	22.4 (11)	57.1 (28)	20.4 (10)
		UNIV PUB	29.5 (13)	40.9 (18)	29.5 (13)
		UNIV PRIV	25.0 (9)	44.4 (16)	30.6 (11)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruction.	4-YR PUB	23.8 (10)	47.6 (20)	28.6 (12)
		4-YR PRIV	27.1 (13)	50.0 (24)	22.9 (11)
		UNIV PUB	20.5 (9)	52.3 (23)	27.3 (12)
		UNIV PRIV	36.1 (13)	41.7 (15)	22.2 (8)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	4-YR PUB	19.0 (8)	45.2 (19)	35.7 (15)
		4-YR PRIV	16.7 (8)	60.4 (29)	22.9 (11)
		UNIV PUB	25.0 (11)	50.0 (22)	25.0 (11)
		UNIV PRIV	38.9 (14)	30.6 (11)	30.6 (11)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	4-YR PUB	25.6 (11)	55.8 (24)	18.6 (8)
		4-YR PRIV	32.7 (16)	57.1 (28)	10.2 (5)
		UNIV PUB	25.0 (11)	56.8 (25)	18.2 (8)
		UNIV PRIV	25.0 (9)	63.9 (23)	11.1 (4)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
C-2	Average amount of alumni gifts within a certain time period after graduation.	4-YR PUB	23.3 (10)	58.1 (25)	18.6 (8)
		4-YR PRIV	36.7 (18)	40.8 (20)	22.4 (11)
		UNIV PUB	20.5 (9)	54.5 (24)	25.0 (11)
		UNIV PRIV	33.3 (12)	47.2 (17)	19.4 (7)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	4-YR PUB	41.9 (18)	46.5 (20)	11.6 (5)
		4-YR PRIV	51.0 (25)	44.9 (22)	4.1 (2)
		UNIV PUB	36.4 (16)	47.7 (21)	15.9 (7)
		UNIV PRIV	36.1 (13)	50.0 (18)	13.9 (5)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	4-YR PUB	32.6 (14)	46.5 (20)	20.9 (9)
		4-YR PRIV	40.8 (20)	51.0 (25)	8.2 (4)
		UNIV PUB	36.4 (16)	34.1 (15)	29.5 (13)
		UNIV PRIV	27.8 (10)	50.0 (18)	22.2 (8)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	4-YR PUB	25.6 (11)	58.1 (25)	16.3 (7)
		4-YR PRIV	38.8 (19)	46.9 (23)	14.3 (7)
		UNIV PUB	25.0 (11)	45.5 (20)	29.5 (13)
		UNIV PRIV	30.6 (11)	36.1 (13)	33.3 (12)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	4-YR PUB	27.9 (12)	53.5 (23)	18.6 (8)
		4-YR PRIV	34.7 (17)	51.0 (25)	14.3 (7)
		UNIV PUB	18.2 (8)	52.3 (23)	29.5 (13)
		UNIV PRIV	33.3 (12)	30.6 (11)	36.1 (13)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	4-YR PUB	44.2 (19)	44.2 (19)	11.6 (5)
		4-YR PRIV	40.8 (20)	53.1 (26)	6.1 (3)
		UNIV PUB	31.8 (14)	43.2 (19)	25.0 (11)
		UNIV PRIV	38.9 (14)	41.7 (15)	19.4 (7)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	4-YR PUB	48.8 (21)	39.5 (17)	11.6 (5)
		4-YR PRIV	36.7 (18)	55.1 (27)	8.2 (4)
		UNIV PUB	36.4 (16)	45.5 (20)	18.2 (8)
		UNIV PRIV	33.3 (12)	44.4 (16)	22.2 (8)
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	4-YR PUB	44.2 (19)	46.5 (20)	9.3 (4)
		4-YR PRIV	32.7 (16)	53.1 (26)	14.3 (7)
		UNIV PUB	32.6 (14)	51.2 (22)	16.3 (7)
		UNIV PRIV	25.0 (9)	55.6 (20)	19.4 (7)
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	4-YR PUB	25.6 (11)	55.8 (24)	18.6 (8)
		4-YR PRIV	30.6 (15)	46.9 (23)	22.4 (11)
		UNIV PUB	16.3 (7)	65.1 (28)	18.6 (8)
		UNIV PRIV	16.7 (6)	47.2 (17)	36.1 (13)
D-3	Average first salary of former students.	4-YR PUB	23.3 (10)	65.1 (28)	11.6 (5)
		4-YR PRIV	14.3 (7)	67.3 (33)	18.4 (9)
		UNIV PUB	25.6 (11)	51.2 (22)	23.3 (10)
		UNIV PRIV	8.3 (3)	61.1 (22)	30.6 (11)
D-4	Distribuiton of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	4-YR PUB	16.3 (7)	67.4 (29)	16.3 (7)
		4-YR PRIV	10.2 (5)	71.4 (35)	18.4 (9)
		UNIV PUB	20.9 (9)	58.1 (25)	20.9 (9)
		UNIV PRIV	11.1 (4)	55.6 (20)	33.3 (12)
D-5	Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	4-YR PUB	20.9 (9)	51.2 (22)	27.9 (12)
		4-YR PRIV	6.2 (3)	72.9 (35)	20.8 (10)
		UNIV PUB	16.3 (7)	55.8 (24)	27.9 (12)
		UNIV PRIV	13.9 (5)	33.3 (12)	52.8 (19)
D-6	Number of professional occupation awards and citations received per former student surveyed.	4-YR PUB	4.7 (2)	55.8 (24)	39.5 (17)
		4-YR PRIV	8.2 (4)	61.2 (30)	30.6 (15)
		UNIV PUB	9.3 (4)	53.5 (23)	37.2 (16)
		UNIV PRIV	5.6 (2)	50.0 (18)	44.4 (16)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	4-YR PUB	18.6 (8)	67.4 (29)	14.0 (6)
		4-YR PRIV	22.4 (11)	55.1 (27)	22.4 (11)
		UNIV PUB	9.3 (4)	60.5 (26)	30.2 (13)
		UNIV PRIV	11.1 (4)	52.8 (19)	36.1 (13)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	4-YR PUB	11.6 (5)	48.8 (21)	39.5 (17)
		4-YR PRIV	4.1 (2)	59.2 (29)	36.7 (18)
		UNIV PUB	11.6 (5)	41.9 (18)	46.5 (20)
		UNIV PRIV	8.3 (3)	27.8 (10)	63.9 (23)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	4-YR PUB	16.3 (7)	44.2 (19)	39.5 (17)
		4-YR PRIV	10.2 (5)	57.1 (28)	32.7 (16)
		UNIV PUB	11.6 (5)	41.9 (18)	46.5 (20)
		UNIV PRIV	5.6 (2)	44.4 (16)	50.0 (18)
D-10	Average first salary expectations of students.	4-YR PUB	14.0 (6)	62.8 (27)	23.3 (10)
		4-YR PRIV	10.2 (5)	59.2 (29)	30.6 (15)
		UNIV PUB	18.6 (8)	37.2 (16)	44.2 (19)
		UNIV PRIV	8.3 (3)	52.8 (19)	38.9 (14)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	4-YR PUB	60.5 (26)	27.9 (12)	11.6 (5)
		4-YR PRIV	44.9 (22)	51.0 (25)	4.1 (2)
		UNIV PUB	43.2 (19)	38.6 (17)	18.2 (8)
		UNIV PRIV	47.2 (17)	33.3 (12)	19.4 (7)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	4-YR PUB	39.5 (17)	44.2 (19)	16.3 (7)
		4-YR PRIV	29.8 (14)	44.7 (21)	25.5 (12)
		UNIV PUB	27.3 (12)	31.8 (14)	40.9 (18)
		UNIV PRIV	11.1 (4)	50.0 (18)	38.9 (14)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	4-YR PUB	44.2 (19)	46.5 (20)	9.3 (4)
		4-YR PRIV	33.3 (16)	54.2 (26)	12.5 (6)
		UNIV PUB	36.4 (16)	36.4 (16)	27.3 (12)
		UNIV PRIV	19.4 (7)	52.8 (19)	27.8 (10)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	4-YR PUB	16.3 (7)	30.2 (13)	53.5 (23)
		4-YR PRIV	12.2 (6)	38.8 (19)	49.0 (24)
		UNIV PUB	13.6 (6)	36.4 (16)	50.0 (22)
		UNIV PRIV	16.7 (6)	16.7 (6)	66.7 (24)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	4-YR PUB	18.6 (8)	30.2 (13)	51.2 (22)
		4-YR PRIV	18.4 (9)	28.6 (14)	53.1 (26)
		UNIV PUB	22.7 (10)	15.9 (7)	61.4 (27)
		UNIV PRIV	8.3 (3)	30.6 (11)	61.1 (22)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	4-YR PUB	0.0 (0)	34.9 (15)	65.1 (28)
		4-YR PRIV	8.2 (4)	38.8 (19)	53.1 (26)
		UNIV PUB	9.1 (4)	20.5 (9)	70.5 (31)
		UNIV PRIV	8.3 (3)	33.3 (12)	58.3 (21)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	4-YR PUB	4.7 (2)	18.6 (8)	76.7 (33)
		4-YR PRIV	14.3 (7)	40.8 (20)	44.9 (22)
		UNIV PUB	4.5 (2)	20.5 (9)	75.0 (33)
		UNIV PRIV	19.4 (7)	27.8 (10)	52.8 (19)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	4-YR PUB	2.3 (1)	14.0 (6)	83.7 (36)
		4-YR PRIV	12.2 (6)	28.6 (14)	59.2 (29)
		UNIV PUB	0.0 (0)	29.5 (13)	70.5 (31)
		UNIV PRIV	11.1 (4)	36.1 (13)	52.8 (19)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	4-YR PUB	18.6 (8)	39.5 (17)	41.9 (18)
		4-YR PRIV	16.3 (8)	42.9 (21)	40.8 (20)
		UNIV PUB	13.6 (6)	52.3 (23)	34.1 (15)
		UNIV PRIV	16.7 (6)	44.4 (16)	38.9 (14)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about thier self-image.	4-YR PUB	25.6 (11)	32.6 (14)	41.9 (18)
		4-YR PRIV	28.6 (14)	34.7 (17)	36.7 (18)
		UNIV PUB	15.9 (7)	36.4 (16)	47.7 (21)
		UNIV PRIV	16.7 (6)	36.1 (13)	47.2 (17)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	4-YR PUB	7.0 (3)	44.2 (19)	48.8 (21)
		4-YR PRIV	12.2 (6)	49.0 (24)	38.8 (19)
		UNIV PUB	2.3 (1)	47.7 (21)	50.0 (22)
		UNIV PRIV	5.6 (2)	44.4 (16)	50.0 (18)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	4-YR PUB	7.0 (3)	46.5 (20)	46.5 (20)
		4-YR PRIV	8.2 (4)	57.1 (28)	34.7 (17)
		UNIV PUB	2.3 (1)	52.3 (23)	45.5 (20)
		UNIV PRIV	5.6 (2)	50.0 (18)	44.4 (16)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	4-YR PUB	20.9 (9)	32.6 (14)	46.5 (20)
		4-YR PRIV	16.3 (8)	49.0 (24)	34.7 (17)
		UNIV PUB	11.4 (5)	50.0 (22)	38.6 (17)
		UNIV PRIV	11.1 (4)	30.6 (11)	58.3 (21)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	4-YR PUB	7.0 (3)	53.5 (23)	39.5 (17)
		4-YR PRIV	18.4 (9)	49.0 (24)	32.7 (16)
		UNIV PUB	4.5 (2)	54.5 (24)	40.9 (18)
		UNIV PRIV	2.8 (1)	50.0 (18)	47.2 (17)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	4-YR PUB	9.3 (4)	51.2 (22)	39.5 (17)
		4-YR PRIV	14.3 (7)	55.1 (27)	30.6 (15)
		UNIV PUB	6.8 (3)	43.2 (19)	50.0 (22)
		UNIV PRIV	2.8 (1)	50.0 (18)	47.2 (17)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	4-YR PUB	7.0 (3)	51.2 (22)	41.9 (18)
		4-YR PRIV	14.3 (7)	51.0 (25)	34.7 (17)
		UNIV PUB	9.1 (4)	40.9 (18)	50.0 (22)
		UNIV PRIV	5.6 (2)	47.2 (17)	47.2 (17)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	4-YR PUB	0.0 (0)	14.0 (6)	86.0 (37)
		4-YR PRIV	2.0 (1)	18.4 (9)	79.6 (39)
		UNIV PUB	2.3 (1)	25.6 (11)	72.1 (31)
		UNIV PRIV	2.8 (1)	16.7 (6)	80.6 (29)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	4-YR PUB	4.7 (2)	16.3 (7)	79.1 (34)
		4-YR PRIV	6.1 (3)	22.4 (11)	71.4 (35)
		UNIV PUB	4.5 (2)	29.5 (13)	65.9 (29)
		UNIV PRIV	2.8 (1)	41.7 (15)	55.6 (20)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	4-YR PUB	2.3 (1)	34.9 (15)	62.8 (27)
		4-YR PRIV	10.2 (5)	26.5 (13)	63.3 (31)
		UNIV PUB	2.3 (1)	29.5 (13)	68.2 (30)
		UNIV PRIV	5.6 (2)	36.1 (13)	58.3 (21)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	4-YR PUB	11.6 (5)	16.3 (7)	72.1 (31)
		4-YR PRIV	2.1 (1)	31.2 (15)	66.7 (32)
		UNIV PUB	2.3 (1)	34.1 (15)	63.6 (28)
		UNIV PRIV	5.6 (2)	33.3 (12)	61.1 (22)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	4-YR PUB	2.3 (1)	27.9 (12)	69.8 (30)
		4-YR PRIV	6.1 (3)	28.6 (14)	65.3 (32)
		UNIV PUB	2.3 (1)	36.4 (16)	61.4 (27)
		UNIV PRIV	5.6 (2)	33.3 (12)	61.1 (22)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	4-YR PUB	20.9 (9)	32.6 (14)	46.5 (20)
		4-YR PRIV	14.3 (7)	44.9 (22)	40.8 (20)
		UNIV PUB	13.6 (6)	45.5 (20)	40.9 (18)
		UNIV PRIV	19.4 (7)	30.6 (11)	50.0 (18)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	4-YR PUB	18.6 (8)	41.9 (18)	39.5 (17)
		4-YR PRIV	16.3 (8)	53.1 (26)	30.6 (15)
		UNIV PUB	13.6 (6)	45.5 (20)	40.9 (18)
		UNIV PRIV	16.7 (6)	38.9 (14)	44.4 (16)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	4-YR PUB	11.9 (5)	61.9 (26)	26.2 (11)
		4-YR PRIV	18.4 (9)	44.9 (22)	36.7 (18)
		UNIV PUB	6.8 (3)	59.1 (26)	34.1 (15)
		UNIV PRIV	5.6 (2)	38.9 (14)	55.6 (20)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	4-YR PUB	19.0 (8)	47.6 (20)	33.3 (14)
		4-YR PRIV	14.3 (7)	53.1 (26)	32.7 (16)
		UNIV PUB	15.9 (7)	50.0 (22)	34.1 (15)
		UNIV PRIV	16.7 (6)	38.9 (14)	44.4 (16)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	4-YR PUB	11.9 (5)	28.6 (12)	59.5 (25)
		4-YR PRIV	6.1 (3)	36.7 (18)	57.1 (28)
		UNIV PUB	6.8 (3)	36.4 (16)	56.8 (25)
		UNIV PRIV	5.6 (2)	33.3 (12)	61.1 (22)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	4-YR PUB	32.6 (14)	51.2 (22)	16.3 (7)
		4-YR PRIV	45.8 (22)	29.2 (14)	25.0 (12)
		UNIV PUB	37.2 (16)	51.2 (22)	11.6 (5)
		UNIV PRIV	20.0 (7)	48.6 (17)	31.4 (11)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	4-YR PUB	27.9 (12)	44.2 (19)	27.9 (12)
		4-YR PRIV	25.0 (12)	47.9 (23)	27.1 (13)
		UNIV PUB	25.6 (11)	51.2 (22)	23.3 (10)
		UNIV PRIV	5.7 (2)	48.6 (17)	45.7 (16)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	4-YR PUB	18.6 (8)	53.5 (23)	27.9 (12)
		4-YR PRIV	10.4 (5)	56.2 (27)	33.3 (16)
		UNIV PUB	23.3 (10)	46.5 (20)	30.2 (13)
		UNIV PRIV	5.7 (2)	48.6 (17)	45.7 (16)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	4-YR PUB	23.3 (10)	41.9 (18)	34.9 (15)
		4-YR PRIV	10.6 (5)	46.8 (22)	42.6 (20)
		UNIV PUB	16.3 (7)	53.5 (23)	30.2 (13)
		UNIV PRIV	2.9 (1)	42.9 (15)	54.3 (19)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	4-YR PUB	32.6 (14)	46.5 (20)	20.9 (9)
		4-YR PRIV	27.1 (13)	56.2 (27)	16.7 (8)
		UNIV PUB	44.2 (19)	37.2 (16)	18.6 (8)
		UNIV PRIV	22.9 (8)	37.1 (13)	40.0 (14)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	4-YR PUB	23.3 (10)	46.5 (20)	30.2 (13)
		4-YR PRIV	20.8 (10)	58.3 (28)	20.8 (10)
		UNIV PUB	34.9 (15)	44.2 (19)	20.9 (9)
		UNIV PRIV	22.9 (8)	37.1 (13)	40.0 (14)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	4-YR PUB	25.6 (11)	58.1 (25)	16.3 (7)
		4-YR PRIV	22.9 (11)	56.2 (27)	20.8 (10)
		UNIV PUB	27.3 (12)	54.5 (24)	18.2 (8)
		UNIV PRIV	25.0 (9)	44.4 (16)	30.6 (11)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	4-YR PUB	21.4 (9)	52.4 (22)	26.2 (11)
		4-YR PRIV	6.1 (3)	36.7 (18)	57.1 (28)
		UNIV PUB	18.2 (8)	54.5 (24)	27.3 (12)
		UNIV PRIV	11.4 (4)	48.6 (17)	40.0 (14)
H-3	Ratio of total income for community services to total budget for community services.	4-YR PUB	16.7 (7)	50.0 (21)	33.3 (14)
		4-YR PRIV	28.6 (14)	30.6 (15)	40.8 (20)
		UNIV PUB	25.0 (11)	50.0 (22)	25.0 (11)
		UNIV PRIV	32.4 (11)	20.6 (7)	47.1 (16)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	4-YR PUB	51.2 (22)	30.2 (13)	18.6 (8)
		4-YR PRIV	46.9 (23)	20.4 (10)	32.7 (16)
		UNIV PUB	47.7 (21)	36.4 (16)	15.9 (7)
		UNIV PRIV	41.7 (15)	22.2 (8)	36.1 (13)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	4-YR PUB	34.9 (15)	51.2 (22)	14.0 (6)
		4-YR PRIV	32.7 (16)	42.9 (21)	24.5 (12)
		UNIV PUB	40.9 (18)	43.2 (19)	15.9 (7)
		UNIV PRIV	33.3 (12)	36.1 (13)	30.6 (11)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	4-YR PUB	37.2 (16)	39.5 (17)	23.3 (10)
		4-YR PRIV	20.8 (10)	37.5 (18)	41.7 (20)
		UNIV PUB	29.5 (13)	52.3 (23)	18.2 (8)
		UNIV PRIV	31.4 (11)	31.4 (11)	37.1 (13)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	4-YR PUB	25.6 (11)	53.5 (23)	20.9 (9)
		4-YR PRIV	20.4 (10)	46.9 (23)	32.7 (16)
		UNIV PUB	22.7 (10)	52.3 (23)	25.0 (11)
		UNIV PRIV	19.4 (7)	38.9 (14)	41.7 (15)
I-1	Number and percentage of students who are employed in businesses, agencies and organiztions in the community.	4-YR PUB	46.5 (20)	44.2 (19)	9.3 (4)
		4-YR PRIV	24.5 (12)	57.1 (28)	18.4 (9)
		UNIV PUB	29.5 (13)	56.8 (25)	13.6 (6)
		UNIV PRIV	36.1 (13)	41.7 (15)	22.2 (8)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	4-YR PUB	44.2 (19)	44.2 (19)	11.6 (5)
		4-YR PRIV	24.5 (12)	42.9 (21)	32.7 (16)
		UNIV PUB	27.3 (12)	47.7 (21)	25.0 (11)
		UNIV PRIV	13.9 (5)	50.0 (18)	36.1 (13)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	4-YR PUB	32.6 (14)	48.8 (21)	18.6 (8)
		4-YR PRIV	22.4 (11)	40.8 (20)	36.7 (18)
		UNIV PUB	25.0 (11)	50.0 (22)	35.0 (11)
		UNIV PRIV	25.0 (9)	47.2 (17)	27.8 (10)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	4-YR PUB	34.9 (15)	53.5 (23)	11.6 (5)
		4-YR PRIV	22.4 (11)	44.9 (22)	32.7 (16)
		UNIV PUB	25.0 (11)	52.3 (23)	22.7 (10)
		UNIV PRIV	16.7 (6)	52.8 (19)	30.6 (11)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	4-YR PUB	46.5 (20)	39.5 (17)	14.0 (6)
		4-YR PRIV	24.5 (12)	32.7 (16)	42.9 (21)
		UNIV PUB	34.1 (15)	45.5 (20)	20.5 (9)
		UNIV PRIV	25.0 (9)	41.7 (15)	33.3 (12)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	4-YR PUB	37.2 (16)	41.9 (18)	20.9 (9)
		4-YR PRIV	36.7 (18)	32.7 (16)	30.6 (15)
		UNIV PUB	31.8 (14)	40.9 (18)	27.3 (12)
		UNIV PRIV	30.6 (11)	36.1 (13)	33.3 (12)
I-7	Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	4-YR PUB	48.8 (21)	37.2 (16)	14.0 (6)
		4-YR PRIV	27.1 (13)	50.0 (24)	22.9 (11)
		UNIV PUB	25.0 (11)	45.5 (20)	29.5 (13)
		UNIV PRIV	13.9 (5)	41.7 (15)	44.4 (16)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	4-YR PUB	37.2 (16)	48.8 (21)	14.0 (6)
		4-YR PRIV	20.8 (10)	37.5 (18)	41.7 (20)
		UNIV PUB	31.8 (14)	38.6 (17)	29.5 (13)
		UNIV PRIV	13.9 (5)	44.4 (16)	41.7 (15)
I-9	Value of community business properties attributable to institution-related expenditures.	4-YR PUB	23.3 (10)	53.5 (23)	23.3 (10)
		4-YR PRIV	6.5 (3)	39.1 (18)	54.3 (25)
		UNIV PUB	18.2 (8)	50.0 (22)	31.8 (14)
		UNIV PRIV	14.3 (5)	28.6 (10)	57.1 (20)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	4-YR PUB	20.9 (9)	53.5 (23)	25.6 (11)
		4-YR PRIV	8.5 (4)	38.3 (18)	53.2 (25)
		UNIV PUB	20.5 (9)	45.5 (20)	34.1 (15)
		UNIV PRIV	13.9 (5)	33.3 (12)	52.8 (19)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	4-YR PUB	34.9 (15)	48.8 (21)	16.3 (7)
		4-YR PRIV	24.5 (12)	40.8 (20)	34.7 (17)
		UNIV PUB	31.8 (14)	52.3 (23)	15.9 (7)
		UNIV PRIV	22.2 (8)	52.8 (19)	25.0 (9)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	4-YR PUB	30.2 (13)	48.8 (21)	20.9 (9)
		4-YR PRIV	14.3 (7)	40.8 (20)	44.9 (22)
		UNIV PUB	27.3 (12)	47.7 (21)	25.0 (11)
		UNIV PRIV	16.7 (6)	36.1 (13)	47.2 (17)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	4-YR PUB	27.9 (12)	48.8 (21)	23.3 (10)
		4-YR PRIV	14.3 (7)	34.7 (17)	51.0 (25)
		UNIV PUB	18.2 (8)	50.0 (22)	31.8 (14)
		UNIV PRIV	11.1 (4)	44.4 (16)	44.4 (16)
I-14	Geographic distribution of alumni.	4-YR PUB	27.9 (12)	55.8 (24)	16.3 (7)
		4-YR PRIV	42.9 (21)	40.8 (20)	16.3 (8)
		UNIV PUB	31.8 (14)	50.0 (22)	18.2 (8)
		UNIV PRIV	30.6 (11)	50.0 (18)	19.4 (7)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	4-YR PUB	60.5 (26)	27.9 (12)	11.6 (5)
		4-YR PRIV	55.1 (27)	32.7 (16)	12.2 (6)
		UNIV PUB	36.4 (16)	54.5 (24)	9.1 (4)
		UNIV PRIV	31.4 (11)	45.7 (16)	22.9 (8)
I-16	Number of persons from the community employed by the institution.	4-YR PUB	53.5 (23)	27.9 (12)	18.6 (8)
		4-YR PRIV	38.8 (19)	30.6 (15)	30.6 (15)
		UNIV PUB	52.3 (23)	31.8 (14)	15.9 (7)
		UNIV PRIV	33.3 (12)	36.1 (13)	30.6 (11)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	4-YR PUB	7.0 (3)	53.5 (23)	39.5 (17)
		4-YR PRIV	12.5 (6)	47.9 (23)	39.6 (19)
		UNIV PUB	22.7 (10)	43.2 (19)	34.1 (15)
		UNIV PRIV	25.0 (9)	44.4 (16)	30.6 (11)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	4-YR PUB	2.3 (1)	16.3 (7)	81.4 (35)
		4-YR PRIV	4.1 (2)	24.5 (12)	71.4 (35)
		UNIV PUB	11.4 (5)	40.9 (18)	47.7 (21)
		UNIV PRIV	13.9 (5)	25.0 (9)	61.1 (22)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	4-YR PUB	23.3 (10)	41.9 (18)	34.9 (15)
		4-YR PRIV	26.5 (13)	40.8 (20)	32.7 (16)
		UNIV PUB	29.5 (13)	38.6 (17)	31.8 (14)
		UNIV PRIV	30.6 (11)	41.7 (15)	27.8 (10)
J-4	Number of papers presented at professional meeting per student, former student, and/or faculty/staff member within a certain time period.	4-YR PUB	11.6 (5)	51.2 (22)	37.2 (16)
		4-YR PRIV	22.4 (11)	51.0 (25)	26.5 (13)
		UNIV PUB	25.0 (11)	43.2 (19)	31.8 (14)
		UNIV PRIV	30.6 (11)	47.2 (17)	22.2 (8)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	4-YR PUB	14.0 (6)	58.1 (25)	27.9 (12)
		4-YR PRIV	24.5 (12)	59.2 (29)	16.3 (8)
		UNIV PUB	20.5 (9)	52.3 (23)	27.3 (12)
		UNIV PRIV	27.8 (10)	50.0 (18)	22.2 (8)
J-6	Average amount of faculty time spent in selected research and art producing activities.	4-YR PUB	30.2 (13)	39.5 (17)	30.2 (13)
		4-YR PRIV	29.8 (14)	44.7 (21)	25.5 (12)
		UNIV PUB	38.6 (17)	38.6 (17)	22.7 (10)
		UNIV PRIV	38.9 (14)	36.1 (13)	25.0 (9)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	4-YR PUB	41.9 (18)	44.2 (19)	14.0 (6)
		4-YR PRIV	38.8 (19)	28.6 (14)	32.7 (16)
		UNIV PUB	47.7 (21)	38.6 (17)	13.6 (6)
		UNIV PRIV	44.4 (16)	30.6 (11)	25.0 (9)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	4-YR PUB	58.1 (25)	27.9 (12)	14.0 (6)
		4-YR PRIV	55.1 (27)	16.3 (8)	28.6 (14)
		UNIV PUB	52.3 (23)	31.8 (14)	15.9 (7)
		UNIV PRIV	63.9 (23)	22.2 (8)	13.9 (5)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	4-YR PUB	23.3 (10)	37.2 (16)	39.5 (17)
		4-YR PRIV	28.6 (14)	32.7 (16)	38.8 (19)
		UNIV PUB	18.2 (8)	56.8 (25)	25.0 (11)
		UNIV PRIV	19.4 (7)	52.8 (19)	27.8 (10)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	4-YR PUB	11.6 (5)	48.8 (21)	39.5 (17)
		4-YR PRIV	14.3 (7)	32.7 (16)	53.1 (26)
		UNIV PUB	15.9 (7)	52.3 (23)	31.8 (14)
		UNIV PRIV	22.2 (8)	36.1 (13)	41.7 (15)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	4-YR PUB	25.6 (11)	39.5 (17)	34.9 (15)
		4-YR PRIV	28.6 (14)	36.7 (18)	34.7 (17)
		UNIV PUB	25.0 (11)	52.3 (23)	22.7 (10)
		UNIV PRIV	36.1 (13)	47.2 (17)	16.7 (6)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	4-YR PUB	25.6 (11)	41.9 (18)	32.6 (14)
		4-YR PRIV	18.4 (9)	32.7 (16)	49.0 (24)
		UNIV PUB	27.3 (12)	47.7 (21)	25.0 (11)
		UNIV PRIV	33.3 (12)	41.7 (15)	25.0 (9)
J-13	Number and percentage of graduates engaged in research activities.	4-YR PUB	16.3 (7)	62.8 (27)	20.9 (9)
		4-YR PRIV	16.3 (8)	49.0 (24)	34.7 (17)
		UNIV PUB	15.9 (7)	50.0 (22)	34.1 (15)
		UNIV PRIV	13.9 (5)	52.8 (19)	33.3 (12)
J-14	Number and percentage of faculty /staff and students invited to participate in professional meetings and conferences.	4-YR PUB	23.3 (10)	46.5 (20)	30.2 (13)
		4-YR PRIV	28.6 (14)	40.8 (20)	30.6 (15)
		UNIV PUB	15.9 (7)	45.5 (20)	38.6 (17)
		UNIV PRIV	25.0 (9)	47.2 (17)	27.8 (10)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	4-YR PUB	7.0 (3)	60.5 (26)	32.6 (14)
		4-YR PRIV	26.5 (13)	49.0 (24)	24.5 (12)
		UNIV PUB	15.9 (7)	47.7 (21)	36.4 (16)
		UNIV PRIV	13.9 (5)	50.0 (18)	36.1 (13)

TABLE C.5

The Percentage and Number of Responses to the "Needs" Question, by College Administrators, State-Level Planners, and State Legislators*

*It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	ADMIN	33.3 (78)	40.6 (95)	26.1 (61)
		PLANNERS	32.0 (16)	50.0 (25)	18.0 (9)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	ADMIN	32.1 (75)	42.3 (99)	25.6 (60)
		PLANNERS	44.9 (22)	36.7 (18)	18.4 (9)
		LEGISLATORS	38.5 (5)	46.2 (6)	15.4 (2)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	ADMIN	29.7 (69)	47.4 (110)	22.8 (53)
		PLANNERS	60.8 (31)	39.2 (20)	0. (0)
		LEGISLATORS	46.2 (6)	53.8 (7)	0. (0)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	ADMIN	27.5 (64)	45.1 (105)	27.5 (64)
		PLANNERS	30.0 (15)	46.0 (23)	24.0 (12)
		LEGISLATORS	25.0 (3)	50.0 (6)	25.0 (3)
A-5	Student scores on tests that indicate thier ability to analyze problems (e.g., the recognition of biased points in an article or speech).	ADMIN	26.4 (61)	45.0 (104)	28.6 (66)
		PLANNERS	22.0 (11)	54.0 (27)	24.0 (12)
		LEGISLATORS	15.4 (2)	61.5 (8)	23.1 (3)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	ADMIN	3.9 (9)	38.6 (90)	57.5 (134)
		PLANNERS	10.0 (5)	44.0 (22)	46.0 (23)
		LEGISLATORS	7.7 (1)	30.8 ( )	61.5 (8)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	ADMIN	52.8 (123)	26.6 (62)	20.6 (48)
		PLANNERS	43.1 (22)	47.1 (24)	9.8 (5)
		LEGISLATORS	61.5 (8)	38.5 (5)	0. (0)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	ADMIN	16.8 (39)	44.8 (104)	38.4 (89)
		PLANNERS	5.9 (3)	35.3 (18)	58.8 (30)
		LEGISLATORS	61.5 (8)	84.6 (11)	7.7 (1)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	ADMIN	5.2 (12)	31.3 (73)	63.5 (148)
		PLANNERS	7.8 (4)	27.5 (14)	64.7 (33)
		LEGISLATORS	15.4 (2)	84.6 (11)	0. (0)
A-10	Number and percentage of students surveyed who have participated in activities that enhance thier athletic skills (e.g., intramural and varsity sports).	ADMIN	9.5 (22)	44.4 (103)	46.1 (107)
		PLANNERS	0. (0)	31.4 (16)	68.6 (35)
		LEGISLATORS	0. (0)	53.8 (7)	46.2 (6)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	ADMIN	44.4 (103)	42.2 (98)	13.4 (31)
		PLANNERS	74.5 (38)	19.6 (10)	5.9 (3)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period.	ADMIN	36.6 (85)	44.4 (103)	19.0 (44)
		PLANNERS	47.1 (24)	43.1 (22)	9.8 (5)
		LEGISLATORS	7.7 (1)	76.9 (10)	15.4 (2)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	ADMIN	48.1 (111)	34.2 (79)	17.7 (41)
		PLANNERS	64.7 (33)	29.4 (15)	5.9 (3)
		LEGISLATORS	50.0 (6)	33.3 (4)	16.7 (2)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	ADMIN	17.7 (41)	50.6 (117)	31.6 (73)
		PLANNERS	11.8 (6)	52.9 (27)	35.3 (18)
		LEGISLATORS	0. (0)	92.3 (12)	7.7 (1)
B-5	Number of students receiving a degree, diploma, and certificate within a certain time period.	ADMIN	71.3 (164)	21.3 (49)	7.4 (17)
		PLANNERS	86.3 (44)	11.8 (6)	2.0 (1)
		LEGISLATORS	33.3 (4)	50.0 (6)	16.7 (2)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	ADMIN	52.8 (122)	37.2 (86)	10.0 (23)
		PLANNERS	66.7 (34)	31.4 (16)	2.0 (1)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	ADMIN	61.6 (143)	29.7 (69)	8.6 (20)
		PLANNERS	76.0 (38)	24.0 (12)	0. (0)
		LEGISLATORS	61.5 (8)	38.5 (5)	0. (0)
B-8	Number and percentage of graduates for the year who transferred from another school.	ADMIN	56.0 (130)	34.1 (79)	9.9 (23)
		PLANNERS	62.7 (32)	29.4 (15)	7.8 (4)
		LEGISLATORS	38.5 (5)	53.8 (7)	7.7 (1)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	ADMIN	71.6 (166)	23.3 (54)	5.2 (12)
		PLANNERS	72.5 (37)	27.5 (14)	0. (0)
		LEGISLATORS	69.2 (9)	23.1 (3)	7.7 (1)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	ADMIN	39.7 (91)	44.1 (101)	16.2 (37)
		PLANNERS	54.0 (27)	40.0 (20)	6.0 (3)
		LEGISLATORS	53.8 (7)	46.2 (6)	0. (0)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	ADMIN	24.7 (57)	56.7 (131)	18.6 (43)
		PLANNERS	56.0 (28)	40.0 (20)	4.0 (2)
		LEGISLATORS	23.1 (3)	61.5 (8)	15.4 (2)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	ADMIN	28.0 (65)	47.8 (111)	24.1 (56)
		PLANNERS	42.0 (21)	38.0 (19)	20.0 (10)
		LEGISLATORS	38.5 (5)	38.5 (5)	23.1 (3)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruciton.	ADMIN	28.1 (65)	47.6 (110)	24.2 (56)
		PLANNERS	26.0 (13)	48.0 (24)	26.0 (13)
		LEGISLATORS	25.0 (3)	58.3 (7)	16.7 (2)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	ADMIN	25.1 (58)	48.9 (113)	26.0 (60)
		PLANNERS	25.5 (13)	43.1 (22)	31.4 (16)
		LEGISLATORS	23.1 (3)	53.8 (7)	23.1 (3)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	ADMIN	26.6 (62)	58.8 (137)	14.6 (34)
		PLANNERS	15.7 (8)	41.2 (21)	43.1 (22)
		LEGISLATORS	15.4 (2)	76.9 (10)	7.7 (1)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
C-2	Average amount of alumni gifts within a certain time period after graduation.	ADMIN	26.3 (61)	48.3 (112)	25.4 (59)
		PLANNERS	5.9 (3)	39.2 (20)	54.9 (28)
		LEGISLATORS	16.7 (2)	41.7 (5)	41.7 (5)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	ADMIN	44.6 (104)	44.6 (104)	10.7 (25)
		PLANNERS	45.1 (23)	41.2 (21)	13.7 (7)
		LEGISLATORS	30.8 (4)	69.2 (9)	0. (0)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	ADMIN	37.8 (88)	44.6 (104)	17.6 (41)
		PLANNERS	35.3 (18)	47.1 (24)	17.6 (9)
		LEGISLATORS	38.5 (5)	53.8 (7)	7.7 (1)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	ADMIN	32.6 (76)	46.8 (109)	20.6 (48)
		PLANNERS	19.6 (10)	52.9 (27)	27.5 (14)
		LEGISLATORS	23.1 (3)	61.5 (8)	15.4 (2)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	ADMIN	30.9 (72)	46.8 (109)	22.3 (52)
		PLANNERS	13.7 (7)	60.8 (31)	25.5 (13)
		LEGISLATORS	0. (0)	83.3 (10)	16.7 (2)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	ADMIN	42.9 (100)	43.3 (101)	13.7 (32)
		PLANNERS	43.1 (22)	43.1 (22)	13.7 (7)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	ADMIN	43.3 (101)	43.8 (102)	12.9 (30)
		PLANNERS	51.0 (26)	41.2 (21)	7.8 (4)
		LEGISLATORS	53.8 (7)	38.5 (5)	7.7 (1)
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	ADMIN	42.2 (98)	46.6 (108)	11.2 (26)
		PLANNERS	68.6 (35)	29.4 (15)	2.0 (1)
		LEGISLATORS	69.2 (9)	23.1 (3)	7.7 (1)
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	ADMIN	29.3 (68)	49.6 (115)	21.1 (49)
		PLANNERS	47.1 (24)	41.2 (21)	11.8 (6)
		LEGISLATORS	46.2 (6)	46.2 (6)	7.7 (1)
D-3	Average first salary of former students.	ADMIN	26.3 (61)	56.0 (130)	17.7 (41)
		PLANNERS	47.1 (24)	43.1 (22)	9.8 (5)
		LEGISLATORS	38.5 (5)	46.2 (6)	15.4 (2)
D-4	Distribuiton of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	ADMIN	20.8 (48)	58.9 (136)	20.3 (47)
		PLANNERS	49.0 (25)	37.3 (19)	13.7 (7)
		LEGISLATORS	23.1 (3)	53.8 (7)	23.1 (3)
D-5	Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	ADMIN	22.1 (51)	50.2 (116)	27.7 (64)
		PLANNERS	21.6 (11)	56.9 (29)	21.6 (11)
		LEGISLATORS	16.7 (2)	66.7 (8)	16.7 (2)
D-6	Number of professional occupation awards and citations received per former student surveyed.	ADMIN	9.5 (22)	53.4 (124)	37.1 (86)
		PLANNERS	9.8 (5)	45.1 (23)	45.1 (23)
		LEGISLATORS	8.3 (1)	50.0 (6)	41.7 (5)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	ADMIN	17.7 (41)	57.1 (132)	25.1 (58)
		PLANNERS	16.0 (8)	60.0 (30)	24.0 (12)
		LEGISLATORS	8.3 (1)	66.7 (8)	25.0 (3)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	ADMIN	13.4 (31)	46.6 (108)	40.1 (93)
		PLANNERS	17.6 (9)	47.1 (24)	35.3 (18)
		LEGISLATORS	8.3 (1)	58.3 (7)	33.3 (4)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	ADMIN	15.5 (36)	47.8 (111)	36.6 (85)
		PLANNERS	31.4 (16)	45.1 (23)	23.5 (12)
		LEGISLATORS	30.8 (4)	46.2 (6)	23.1 (3)
D-10	Average first salary expectations of students.	ADMIN	17.7 (41)	52.2 (121)	30.2 (70)
		PLANNERS	17.6 (9)	66.7 (34)	15.7 (8)
		LEGISLATORS	16.7 (2)	66.7 (8)	16.7 (2)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	ADMIN	52.8 (123)	35.6 (83)	11.6 (27)
		PLANNERS	68.6 (35)	27.5 (14)	3.9 (2)
		LEGISLATORS	61.5 (8)	30.8 (4)	7.7 (1)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	ADMIN	31.2 (72)	42.4 (98)	26.4 (61)
		PLANNERS	37.3 (19)	45.1 (23)	17.6 (9)
		LEGISLATORS	33.3 (4)	58.3 (7)	8.3 (1)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	ADMIN	37.9 (88)	44.4 (103)	17.7 (41)
		PLANNERS	72.5 (37)	27.5 (14)	0. (0)
		LEGISLATORS	53.8 (7)	38.5 (5)	7.7 (1)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	ADMIN	13.9 (32)	33.8 (78)	52.4 (121)
		PLANNERS	9.8 (5)	31.4 (16)	58.8 (30)
		LEGISLATORS	7.7 (1)	53.8 (7)	38.5 (5)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	ADMIN	15.6 (36)	31.6 (73)	52.8 (122)
		PLANNERS	7.8 (4)	35.3 (18)	56.9 (29)
		LEGISLATORS	8.3 (1)	66.7 (8)	25.0 (3)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	ADMIN	5.2 (12)	30.3 (70)	64.5 (149)
		PLANNERS	2.0 (1)	5.9 (3)	92.2 (47)
		LEGISLATORS	8.3 (1)	41.7 (5)	50.0 (6)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	ADMIN	7.8 (18)	29.0 (67)	63.2 (146)
		PLANNERS	2.0 (1)	9.8 (5)	88.2 (45)
		LEGISLATORS	7.7 (1)	30.8 (4)	61.5 (8)
E-5	Number and percentage of students and or former students surveyed who regularly attend religious services.	ADMIN	4.8 (11)	26.0 (60)	69.3 (160)
		PLANNERS	2.0 (1)	7.8 (4)	90.2 (46)
		LEGISLATORS	0. (0)	30.8 (4)	69.2 (9)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	ADMIN	14.3 (33)	48.1 (111)	37.7 (87)
		PLANNERS	13.7 (7)	31.4 (16)	54.9 (28)
		LEGISLATORS	0. (0)	41.7 (5)	58.3 (7)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about thier self-image.	ADMIN	22.9 (53)	36.8 (85)	40.3 (93)
		PLANNERS	13.7 (7)	35.3 (18)	51.0 (26)
		LEGISLATORS	0. (0)	50.0 (6)	50.0 (6)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	ADMIN	7.3 (17)	46.4 (108)	46.4 (108)
		PLANNERS	2.0 (1)	39.2 (20)	58.8 (30)
		LEGISLATORS	0. (0)	46.2 (6)	53.8 (7)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	ADMIN	5.6 (13)	50.6 (118)	43.8 (102)
		PLANNERS	5.9 (3)	27.5 (14)	66.7 (34)
		LEGISLATORS	0. (0)	46.2 (6)	53.8 (7)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	ADMIN	17.2 (40)	41.6 (97)	41.2 (96)
		PLANNERS	11.8 (3)	49.0 (25)	39.2 (20)
		LEGISLATORS	0. (0)	69.2 (9)	30.8 (4)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	ADMIN	7.7 (18)	52.4 (122)	39.9 (93)
		PLANNERS	5.9 (3)	49.0 (25)	45.1 (23)
		LEGISLATORS	0. (0)	53.8 (7)	46.2 (6)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	ADMIN	8.2 (19)	50.6 (118)	41.2 (96)
		PLANNERS	3.9 (2)	41.2 (21)	54.9 (28)
		LEGISLATORS	0. (0)	69.2 (9)	30.8 (4)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	ADMIN	8.2 (19)	49.6 (115)	42.2 (98)
		PLANNERS	4.0 (2)	36.0 (18)	60.0 (30)
		LEGISLATORS	0. (0)	61.5 (8)	38.5 (5)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	ADMIN	1.3 (3)	20.3 (47)	78.4 (182)
		PLANNERS	0. (0)	15.7 (8)	84.3 (43)
		LEGISLATORS	7.7 (1)	38.5 (5)	53.8 (7)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	ADMIN	3.9 (9)	24.5 (57)	71.7 (167)
		PLANNERS	0. (0)	15.7 (8)	84.3 (43)
		LEGISLATORS	0. (0)	23.1 (3)	76.9 (10)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	ADMIN	4.7 (11)	33.0 (77)	62.2 (145)
		PLANNERS	0. (0)	23.5 (12)	76.5 (39)
		LEGISLATORS	0. (0)	53.8 (7)	46.2 (6)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	ADMIN	5.2 (12)	31.9 (74)	62.9 (146)
		PLANNERS	3.9 (2)	21.6 (11)	74.5 (38)
		LEGISLATORS	0. (0)	46.2 (6)	53.8 (7)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	ADMIN	3.4 (8)	33.5 (78)	63.1 (147)
		PLANNERS	0. (0)	35.3 (18)	64.7 (33)
		LEGISLATORS	7.7 (1)	53.8 (7)	38.5 (5)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	ADMIN	16.3 (38)	37.8 (88)	45.9 (107)
		PLANNERS	7.8 (4)	43.1 (22)	49.0 (25)
		LEGISLATORS	23.1 (3)	46.2 (6)	30.8 (4)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	ADMIN	15.9 (37)	45.1 (105)	39.1 (91)
		PLANNERS	7.8 (4)	45.1 (23)	47.1 (24)
		LEGISLATORS	30.8 (4)	38.5 (5)	30.8 (4)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	ADMIN	12.9 (30)	50.9 (118)	36.2 (84)
		PLANNERS	15.7 (8)	49.0 (25)	35.3 (18)
		LEGISLATORS	7.7 (1)	53.8 (7)	38.5 (5)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	ADMIN	15.9 (37)	48.3 (112)	35.8 (83)
		PLANNERS	5.9 (3)	56.9 (29)	37.3 (19)
		LEGISLATORS	7.7 (1)	53.8 (7)	38.5 (5)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	ADMIN	6.0 (14)	34.5 (80)	59.5 (138)
		PLANNERS	2.0 (1)	17.6 (9)	80.4 (41)
		LEGISLATORS	0. (0)	23.1 (3)	76.9 (10)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	ADMIN	41.7 (96)	40.9 (94)	17.4 (40)
		PLANNERS	68.6 (35)	29.4 (15)	2.0 (1)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	ADMIN	27.4 (63)	46.1 (106)	26.5 (61)
		PLANNERS	37.3 (19)	47.1 (24)	15.7 (8)
		LEGISLATORS	18.2 (2)	72.7 (8)	9.1 (1)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	ADMIN	20.0 (46)	50.4 (116)	29.6 (68)
		PLANNERS	45.1 (23)	37.3 (19)	17.6 (9)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	ADMIN	18.8 (43)	46.7 (107)	34.5 (79)
		PLANNERS	39.2 (20)	35.3 (18)	25.5 (13)
		LEGISLATORS	23.1 (3)	61.5 (8)	15.4 (2)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	ADMIN	33.5 (77)	44.3 (102)	22.2 (51)
		PLANNERS	39.2 (20)	47.1 (24)	13.7 (7)
		LEGISLATORS	8.3 (1)	75.0 (9)	16.7 (2)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	ADMIN	27.4 (63)	47.4 (109)	25.2 (58)
		PLANNERS	19.6 (10)	58.8 (30)	21.6 (11)
		LEGISLATORS	8.3 (1)	83.3 (10)	8.3 (1)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	ADMIN	25.9 (60)	53.9 (125)	20.3 (47)
		PLANNERS	39.2 (20)	52.9 (27)	7.8 (4)
		LEGISLATORS	7.7 (1)	61.5 (8)	30.8 (4)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	ADMIN	16.9 (39)	47.6 (110)	35.5 (82)
		PLANNERS	22.0 (11)	60.0 (30)	18.0 (9)
		LEGISLATORS	0. (0)	61.5 (8)	38.5 (5)
H-3	Ratio of total income for community services to total budget for community services.	ADMIN	30.1 (69)	40.2 (92)	29.7 (68)
		PLANNERS	32.0 (16)	52.0 (26)	16.0 (8)
		LEGISLATORS	15.4 (2)	30.8 (4)	53.8 (7)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	ADMIN	48.5 (113)	27.9 (65)	23.6 (55)
		PLANNERS	35.3 (18)	43.1 (22)	21.6 (11)
		LEGISLATORS	30.8 (4)	46.2 (6)	23.1 (3)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	ADMIN	37.8 (88)	43.3 (101)	18.9 (44)
		PLANNERS	37.3 (19)	54.9 (28)	7.8 (4)
		LEGISLATORS	30.8 (4)	46.2 (6)	23.1 (3)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	ADMIN	31.6 (73)	42.9 (99)	25.5 (59)
		PLANNERS	32.0 (16)	56.0 (28)	12.0 (6)
		LEGISLATORS	18.2 (2)	72.7 (8)	9.1 (1)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	ADMIN	24.0 (56)	47.6 (111)	28.3 (66)
		PLANNERS	21.6 (11)	45.1 (23)	33.3 (17)
		LEGISLATORS	8.3 (1)	25.0 (3)	66.7 (8)
I-1	Number and percentage of students who are employed in businesses, agencies and organiztions in the community.	ADMIN	35.5 (83)	51.7 (121)	12.8 (30)
		PLANNERS	33.3 (17)	56.9 (29)	9.8 (5)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	ADMIN	27.4 (64)	47.0 (110)	25.6 (60)
		PLANNERS	64.7 (33)	29.4 (15)	5.9 (3)
		LEGISLATORS	38.5 (5)	46.2 (6)	15.4 (2)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	ADMIN	26.9 (63)	44.9 (105)	28.2 (66)
		PLANNERS	17.6 (9)	51.0 (26)	31.4 (16)
		LEGISLATORS	23.1 (3)	46.2 (6)	30.8 (4)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	ADMIN	25.2 (59)	48.3 (113)	26.5 (62)
		PLANNERS	11.8 (6)	64.7 (33)	23.5 (12)
		LEGISLATORS	15.4 (2)	61.5 (8)	23.1 (3)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	ADMIN	32.5 (76)	41.0 (96)	26.5 (62)
		PLANNERS	23.5 (12)	56.9 (29)	19.6 (10)
		LEGISLATORS	8.3 (1)	58.3 (7)	33.3 (4)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	ADMIN	34.2 (80)	37.2 (87)	28.6 (67)
		PLANNERS	17.6 (9)	58.8 (30)	23.5 (12)
		LEGISLATORS	30.8 (4)	30.8 (4)	38.5 (5)
I-7	Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	ADMIN	36.2 (84)	40.9 (95)	22.8 (53)
		PLANNERS	41.2 (21)	49.0 (25)	9.8 (5)
		LEGISLATORS	23.1 (3)	61.5 (8)	15.4 (2)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	ADMIN	23.6 (55)	41.2 (96)	35.2 (82)
		PLANNERS	13.7 (7)	51.0 (26)	35.3 (18)
		LEGISLATORS	23.1 (3)	30.8 (4)	46.2 (6)
I-9	Value of community business properties attributable to institution-related expenditures.	ADMIN	16.1 (37)	40.0 (92)	43.9 (101)
		PLANNERS	12.0 (6)	54.0 (27)	34.0 (17)
		LEGISLATORS	15.4 (2)	38.5 (5)	46.2 (6)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	ADMIN	16.8 (39)	42.2 (98)	40.9 (95)
		PLANNERS	5.9 (3)	47.1 (24)	47.1 (24)
		LEGISLATORS	7.7 (1)	53.8 (7)	38.5 (5)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	ADMIN	29.9 (70)	49.6 (116)	20.5 (48)
		PLANNERS	33.3 (17)	54.9 (28)	11.8 (6)
		LEGISLATORS	38.5 (5)	53.8 (7)	7.7 (1)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	ADMIN	26.1 (61)	43.6 (102)	30.3 (71)
		PLANNERS	23.5 (12)	64.7 (33)	11.8 (6)
		LEGISLATORS	30.8 (4)	53.8 (7)	15.4 (2)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	ADMIN	21.8 (51)	44.0 (103)	34.2 (80)
		PLANNERS	7.8 (4)	51.0 (26)	41.2 (21)
		LEGISLATORS	7.7 (1)	46.2 (6)	46.2 (6)
I-14	Geographic distribution of alumni.	ADMIN	30.8 (72)	51.7 (121)	17.5 (41)
		PLANNERS	41.2 (21)	47.1 (24)	11.8 (6)
		LEGISLATORS	15.4 (2)	53.8 (7)	30.8 (4)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	ADMIN	51.5 (120)	37.8 (88)	10.7 (25)
		PLANNERS	47.1 (24)	43.1 (22)	9.8 (5)
		LEGISLATORS	30.8 (4)	46.2 (6)	23.1 (3)
I-16	Number of persons from the community employed by the institution.	ADMIN	48.3 (113)	29.5 (69)	22.2 (52)
		PLANNERS	31.4 (16)	51.0 (26)	17.6 (9)
		LEGISLATORS	23.1 (3)	61.5 (8)	15.4 (2)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	ADMIN	15.0 (35)	45.1 (105)	39.9 (93)
		PLANNERS	15.7 (8)	37.3 (19)	47.1 (24)
		LEGISLATORS	7.7 (1)	38.5 (5)	53.8 (7)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	ADMIN	6.4 (15)	27.4 (64)	66.2 (155)
		PLANNERS	3.9 (2)	27.5 (14)	68.6 (35)
		LEGISLATORS	7.7 (1)	30.8 (4)	61.5 (8)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	ADMIN	22.6 (53)	44.9 (105)	32.5 (76)
		PLANNERS	19.6 (10)	37.3 (19)	43.1 (22)
		LEGISLATORS	7.7 (1)	23.1 (3)	69.2 (9)
J-4	Number of papers presented at professional meeting per student, former student, and/or faculty/staff member within a certain time period.	ADMIN	18.8 (44)	50.9 (119)	30.3 (71)
		PLANNERS	13.7 (7)	43.1 (22)	43.1 (22)
		LEGISLATORS	0. (0)	38.5 (5)	61.5 (8)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	ADMIN	19.7 (46)	56.0 (131)	24.4 (57)
		PLANNERS	15.7 (8)	41.2 (21)	43.1 (22)
		LEGISLATORS	7.7 (1)	46.2 (6)	46.2 (6)
J-6	Average amount of faculty time spent in selected research and art producing activities.	ADMIN	29.0 (67)	42.4 (98)	28.6 (66)
		PLANNERS	43.1 (22)	45.1 (23)	11.8 (6)
		LEGISLATORS	23.1 (3)	53.8 (7)	23.1 (3)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	ADMIN	42.7 (100)	35.0 (82)	22.2 (52)
		PLANNERS	41.2 (21)	39.2 (20)	19.6 (10)
		LEGISLATORS	38.5 (5)	38.5 (5)	23.1 (3)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	ADMIN	53.8 (126)	26.9 (63)	19.2 (45)
		PLANNERS	51.0 (26)	33.3 (17)	15.7 (8)
		LEGISLATORS	33.3 (4)	58.3 (7)	8.3 (1)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	ADMIN	23.5 (55)	45.7 (107)	30.8 (72)
		PLANNERS	15.7 (8)	49.0 (25)	35.3 (18)
		LEGISLATORS	0. (0)	38.5 (5)	61.5 (8)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	ADMIN	14.5 (34)	42.7 (100)	42.7 (100)
		PLANNERS	11.8 (6)	49.0 (25)	39.2 (20)
		LEGISLATORS	0. (0)	61.5 (8)	38.5 (5)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	ADMIN	26.1 (61)	45.3 (106)	28.6 (67)
		PLANNERS	19.6 (10)	41.2 (21)	39.2 (20)
		LEGISLATORS	15.4 (2)	46.2 (6)	38.5 (5)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	ADMIN	23.9 (56)	41.5 (97)	34.6 (81)
		PLANNERS	19.6 (10)	54.9 (28)	25.5 (13)
		LEGISLATORS	23.1 (3)	46.2 (6)	30.8 (4)
J-13	Number and percentage of graduates engaged in research activities.	ADMIN	13.2 (31)	50.4 (118)	36.3 (85)
		PLANNERS	15.7 (8)	49.0 (25)	35.3 (18)
		LEGISLATORS	15.4 (2)	69.2 (9)	15.4 (2)
J-14	Number and percentage of faculty /staff and students invited to participate in professional meetings and conferences.	ADMIN	20.9 (49)	48.7 (114)	30.3 (71)
		PLANNERS	9.8 (5)	29.4 (15)	60.3 (31)
		LEGISLATORS	0. (0)	53.8 (7)	46.2 (6)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	ADMIN	15.0 (35)	52.1 (122)	32.9 (77)
		PLANNERS	3.9 (2)	43.1 (22)	52.9 (27)
		LEGISLATORS	0. (0)	53.8 (7)	46.2 (6)

TABLE C.6

The Percentage and Number of Responses to the "Access" Question, by College Administrators, State-Level Planners, and State Legislators*

*It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	ADMIN	32.5 (76)	53.4 (125)	14.1 (33)
		PLANNERS	18.0 (9)	74.0 (37)	8.0 (4)
		LEGIS	15.4 (2)	53.8 (7)	30.8 (4)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	ADMIN	35.3 (82)	50.4 (117)	14.2 (33)
		PLANNERS	18.0 (9)	74.0 (37)	8.0 (4)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	ADMIN	36.7 (84)	44.1 (101)	19.2 (44)
		PLANNERS	50.0 (25)	36.0 (18)	14.0 (7)
		LEGIS	46.2 (6)	15.4 (2)	38.5 (5)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	ADMIN	13.1 (30)	67.7 (155)	19.2 (44)
		PLANNERS	6.0 (3)	82.0 (41)	12.0 (6)
		LEGIS	16.7 (2)	41.7 (5)	41.7 (5)
A-5	Student scores on tests that indicate thier ability to analyze problems (e.g., the recognition of biased points in an article or speech).	ADMIN	7.9 (18)	71.5 (163)	20.6 (47)
		PLANNERS	10.0 (5)	84.0 (42)	6.0 (3)
		LEGIS	0. (0)	46.2 (6)	53.8 (7)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	ADMIN	1.8 (4)	87.6 (197)	10.7 (24)
		PLANNERS	4.0 (2)	82.0 (41)	14.0 (7)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	ADMIN	43.7 (101)	39.8 (92)	16.5 (38)
		PLANNERS	28.0 (14)	60.0 (30)	12.0 (6)
		LEGIS	7.7 (1)	38.5 (5)	53.8 (7)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	ADMIN	22.7 (52)	57.2 (131)	20.1 (46)
		PLANNERS	6.0 (3)	84.0 (42)	10.0 (5)
		LEGIS	23.1 (3)	23.1 (3)	53.8 (7)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	ADMIN	11.1 (25)	72.0 (162)	16.9 (38)
		PLANNERS	14.0 (7)	80.0 (40)	6.0 (3)
		LEGIS	15.4 (2)	30.8 (4)	53.8 (7)
A-10	Number and percentage of students surveyed who have participated in activities that enhance thier athletic skills (e.g., intramural and varsity sports).	ADMIN	38.3 (87)	48.5 (110)	13.2 (30)
		PLANNERS	18.0 (9)	72.0 (36)	10.0 (5)
		LEGIS	38.5 (5)	23.1 (3)	38.5 (5)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	ADMIN	49.8 (114)	30.6 (70)	19.7 (45)
		PLANNERS	36.0 (18)	52.0 (26)	12.0 (6)
		LEGIS	15.4 (2)	38.5 (5)	46.2 (6)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period.	ADMIN	48.5 (111)	36.7 (84)	14.8 (34)
		PLANNERS	25.5 (13)	66.7 (34)	7.8 (4)
		LEGIS	23.1 (3)	23.1 (3)	53.8 (7)

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	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	ADMIN	60.5 (138)	27.2 (62)	12.3 (28)
		PLANNERS	51.0 (26)	41.2 (21)	7.8 (4)
		LEGIS	50.0 (6)	25.0 (3)	25.0 (3)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	ADMIN	31.1 (71)	51.3 (117)	17.5 (40)
		PLANNERS	15.7 (8)	68.6 (35)	15.7 (8)
		LEGIS	30.8 (4)	30.8 (4)	38.5 (5)
B-5	Number of students receiving a degree, diploma, and certificate within a certain time period.	ADMIN	75.9 (173)	17.5 (40)	6.6 (15)
		PLANNERS	70.6 (36)	23.5 (12)	5.9 (3)
		LEGIS	72.7 (8)	9.1 (1)	18.2 (2)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	ADMIN	52.2 (119)	32.0 (73)	15.8 (36)
		PLANNERS	38.0 (19)	50.0 (25)	12.0 (6)
		LEGIS	50.0 (6)	25.0 (3)	25.0 (3)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	ADMIN	57.4 (132)	24.3 (56)	18.3 (42)
		PLANNERS	40.0 (20)	48.0 (24)	12.0 (6)
		LEGIS	61.5 (8)	15.4 (2)	23.1 (3)
B-8	Number and percentage of graduates for the year who transferred from another school.	ADMIN	67.5 (156)	18.2 (42)	14.3 (33)
		PLANNERS	47.1 (24)	37.3 (19)	15.7 (8)
		LEGIS	38.5 (5)	15.4 (2)	46.2 (6)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	ADMIN	74.0 (171)	13.4 (31)	12.6 (29)
		PLANNERS	43.1 (22)	43.1 (22)	13.7 (7)
		LEGIS	61.5 (8)	15.4 (2)	23.1 (3)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	ADMIN	26.4 (60)	49.3 (112)	24.2 (55)
		PLANNERS	24.5 (12)	61.2 (30)	14.3 (7)
		LEGIS	38.5 (5)	15.4 (2)	46.2 (6)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	ADMIN	17.2 (39)	64.3 (146)	18.5 (42)
		PLANNERS	14.0 (7)	74.0 (37)	12.0 (6)
		LEGIS	30.8 (4)	23.1 (3)	46.2 (6)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	ADMIN	7.0 (16)	74.7 (171)	18.3 (42)
		PLANNERS	8.0 (4)	78.0 (39)	14.0 (7)
		LEGIS	30.8 (4)	38.5 (5)	30.8 (4)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruciton.	ADMIN	3.5 (8)	79.4 (181)	17.1 (39)
		PLANNERS	4.0 (2)	88.0 (44)	8.0 (4)
		LEGIS	16.7 (2)	66.7 (8)	16.7 (2)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	ADMIN	3.5 (8)	82.5 (188)	14.0 (32)
		PLANNERS	4.0 (2)	86.0 (43)	10.0 (5)
		LEGIS	15.4 (2)	61.5 (8)	23.1 (3)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	ADMIN	3.9 (9)	84.0 (194)	12.1 (28)
		PLANNERS	2.0 (1)	90.0 (45)	8.0 (4)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
C-2	Average amount of alumni gifts within a certain time period after graduation.	ADMIN	39.0 (90)	46.3 (107)	14.7 (34)
		PLANNERS	10.0 (5)	74.0 (37)	16.0 (8)
		LEGIS	16.7 (2)	41.7 (5)	41.7 (5)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	ADMIN	9.1 (21)	75.3 (174)	15.6 (36)
		PLANNERS	10.2 (5)	81.6 (40)	8.2 (4)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	ADMIN	5.2 (12)	79.2 (183)	15.6 (36)
		PLANNERS	6.0 (3)	82.0 (41)	12.0 (6)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	ADMIN	4.8 (11)	80.9 (186)	14.3 (33)
		PLANNERS	2.0 (1)	85.7 (42)	12.2 (6)
		LEGIS	0. (0)	61.5 (8)	38.5 (5)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	ADMIN	3.5 (8)	81.8 (189)	14.7 (34)
		PLANNERS	2.0 (1)	86.0 (43)	12.0 (6)
		LEGIS	0. (0)	58.3 (7)	41.7 (5)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	ADMIN	7.4 (17)	80.1 (185)	12.6 (29)
		PLANNERS	8.0 (4)	86.0 (43)	6.0 (3)
		LEGIS	0. (0)	69.2 (9)	30.8 (4)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	ADMIN	5.6 (13)	79.7 (184)	14.7 (34)
		PLANNERS	12.0 (6)	82.0 (41)	6.0 (3)
		LEGIS	0. (0)	61.5 (8)	38.5 (5)
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	ADMIN	34.5 (79)	48.5 (111)	17.0 (39)
		PLANNERS	28.0 (14)	60.0 (30)	12.0 (6)
		LEGIS	32.1 (3)	23.1 (3)	53.8 (7)
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	ADMIN	15.7 (36)	67.4 (155)	17.0 (39)
		PLANNERS	19.6 (10)	72.5 (30)	7.8 (4)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
D-3	Average first salary of former students.	ADMIN	26.2 (60)	58.1 (133)	15.7 (36)
		PLANNERS	24.0 (12)	68.0 (34)	8.0 (4)
		LEGIS	15.4 (2)	38.5 (5)	46.2 (6)
D-4	Distribuiton of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	ADMIN	9.6 (22)	72.9 (167)	17.5 (40)
		PLANNERS	20.0 (10)	68.0 (34)	12.0 (6)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
D-5	Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	ADMIN	4.4 (10)	81.1 (185)	14.5 (33)
		PLANNERS	6.0 (3)	80.0 (40)	14.0 (7)
		LEGIS	0. (0)	58.3 (7)	41.7 (5)
D-6	Number of professional occupation awards and citations received per former student surveyed.	ADMIN	3.1 (7)	83.6 (189)	13.3 (30)
		PLANNERS	4.0 (2)	88.0 (44)	8.0 (4)
		LEGIS	8.3 (1)	58.3 (7)	33.3 (4)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	ADMIN	5.3 (12)	80.3 (183)	14.5 (33)
		PLANNERS	4.1 (2)	83.7 (41)	12.2 (6)
		LEGIS	8.3 (1)	50.0 (6)	41.7 (5)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	ADMIN	3.1 (7)	84.4 (190)	12.4 (28)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	8.3 (1)	50.0 (6)	41.7 (5)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	ADMIN	3.1 (7)	84.5 (191)	12.4 (28)
		PLANNERS	0. (0)	90.0 (45)	10.0 (5)
		LEGIS	15.4 (2)	53.8 (7)	30.8 (4)
D-10	Average first salary expectations of students.	ADMIN	11.5 (26)	74.8 (169)	13.7 (31)
		PLANNERS	3.9 (2)	84.3 (43)	11.8 (6)
		LEGIS	8.3 (1)	58.3 (7)	33.3 (4)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	ADMIN	26.5 (61)	56.5 (130)	17.0 (39)
		PLANNERS	20.0 (10)	72.0 (36)	8.0 (4)
		LEGIS	15.4 (2)	46.2 (6)	38.5 (5)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	ADMIN	11.1 (25)	72.1 (163)	16.8 (38)
		PLANNERS	7.8 (4)	76.5 (39)	15.7 (8)
		LEGIS	16.7 (2)	50.0 (6)	33.3 (4)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	ADMIN	[illegible] (49)	61.2 (139)	17.2 (39)
		PLANNERS	[illegible] (11)	62.7 (32)	15.7 (8)
		LEGIS	15.4 (2)	38.5 (5)	46.2 (6)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	ADMIN	11.6 (26)	74.1 (166)	14.3 (32)
		PLANNERS	4.0 (2)	90.0 (45)	6.0 (3)
		LEGIS	15.4 (2)	46.2 (6)	38.5 (5)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	ADMIN	15.0 (34)	73.9 (167)	11.1 (25)
		PLANNERS	4.0 (2)	90.0 (45)	6.0 (3)
		LEGIS	25.0 (3)	41.7 (5)	33.3 (4)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	ADMIN	5.8 (13)	80.1 (181)	14.2 (32)
		PLANNERS	2.0 (1)	90.0 (45)	8.0 (4)
		LEGIS	18.2 (2)	54.5 (6)	27.3 (3)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	ADMIN	1.8 (4)	85.3 (191)	12.9 (29)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	8.3 (1)	58.3 (7)	33.3 (4)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	ADMIN	2.2 (5)	88.8 (199)	8.9 (20)
		PLANNERS	2.0 (1)	90.0 (45)	8.0 (4)
		LEGIS	16.7 (2)	58.3 (7)	25.0 (3)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	ADMIN	2.2 (5)	85.9 (195)	11.9 (27)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	8.3 (1)	50.0 (6)	41.7 (5)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about thier self-image.	ADMIN	4.9 (11)	82.6 (185)	12.5 (28)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	16.7 (2)	50.0 (6)	33.3 (4)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	ADMIN	4.0 (9)	86.7 (195)	9.3 (21)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	ADMIN	4.0 (9)	87.0 (194)	9.0 (20)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	ADMIN	2.2 (5)	87.2 (198)	10.6 (24)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	ADMIN	2.6 (6)	86.8 (197)	10.6 (24)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	7.7 (1)	69.2 (9)	23.1 (3)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	ADMIN	2.7 (6)	86.7 (196)	10.6 (24)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	ADMIN	6.2 (14)	81.9 (185)	11.9 (27)
		PLANNERS	2.0 (1)	89.8 (44)	8.2 (4)
		LEGIS	7.7 (1)	46.2 (6)	46.2 (6)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	ADMIN	1.3 (3)	90.6 (203)	8.0 (18)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	ADMIN	.9 (2)	91.5 (205)	7.6 (17)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	7.7 (1)	61.5 (8)	30.8 (4)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	ADMIN	1.3 (3)	90.7 (204)	8.0 (18)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	0. (0)	69.2 (9)	30.8 (4)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	ADMIN	1.8 (4)	89.7 (201)	8.5 (19)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	0. (0)	61.5 (8)	38.5 (5)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	ADMIN	1.3 (3)	92.0 (208)	6.6 (15)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	7.7 (1)	69.2 (9)	23.1 (3)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	ADMIN	1.8 (4)	89.4 (202)	8.8 (20)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	0. (0)	53.8 (7)	46.2 (6)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%)ACCESS(n)	NOT SURE (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	ADMIN	1.8 (4)	88.9 (201)	9.3 (21)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	ADMIN	4.0 (9)	87.2 (197)	8.8 (20)
		PLANNERS	0. (0)	90.0 (45)	10.0 (5)
		LEGIS	15.4 (2)	53.8 (7)	30.8 (4)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	ADMIN	3.1 (7)	88.6 (202)	8.3 (20)
		PLANNERS	0. (0)	90.0 (45)	10.0 (5)
		LEGIS	0. (0)	58.3 (7)	41.7 (5)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	ADMIN	1.8 (4)	91.5 (206)	6.7 (15)
		PLANNERS	0. (0)	94.0 (47)	6.0 (3)
		LEGIS	16.7 (2)	58.3 (7)	25.0 (3)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	ADMIN	54.8 (125)	32.0 (73)	13.2 (30)
		PLANNERS	35.3 (18)	47.1 (24)	17.6 (9)
		LEGIS	46.2 (6)	30.8 (4)	23.1 (3)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	ADMIN	6.2 (14)	81.5 (185)	12.3 (28)
		PLANNERS	2.0 (1)	88.0 (44)	10.0 (5)
		LEGIS	18.2 (2)	45.5 (5)	36.4 (4)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	ADMIN	1.8 (4)	87.2 (198)	11.0 (25)
		PLANNERS	0. (0)	86.3 (44)	13.7 (7)
		LEGIS	8.3 (1)	50.0 (6)	41.7 (5)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	ADMIN	.9 (2)	89.0 (202)	10.1 (23)
		PLANNERS	2.0 (1)	90.0 (45)	8.0 (4)
		LEGIS	8.3 (1)	50.0 (6)	41.7 (5)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	ADMIN	14.1 (32)	73.6 (167)	12.3 (28)
		PLANNERS	15.7 (8)	74.5 (38)	9.8 (5)
		LEGIS	0. (0)	45.5 (5)	54.5 (6)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	ADMIN	4.8 (11)	83.3 (190)	11.8 (27)
		PLANNERS	4.0 (2)	88.0 (44)	8.0 (4)
		LEGIS	9.1 (1)	45.5 (5)	45.5 (5)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	ADMIN	12.8 (29)	71.8 (163)	15.4 (35)
		PLANNERS	13.7 (7)	74.5 (38)	11.8 (6)
		LEGIS	0. (0)	38.5 (5)	61.5 (8)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	ADMIN	2.7 (6)	85.8 (194)	11.5 (26)
		PLANNERS	2.0 (1)	89.8 (44)	8.2 (4)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
H-3	Ratio of total income for community services to total budget for community services.	ADMIN	24.6 (55)	64.7 (145)	10.7 (24)
		PLANNERS	24.0 (12)	70.0 (35)	6.0 (3)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)

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	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE (%) ACCESS (n)	NOT SURE (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	ADMIN	65.5 (150)	28.8 (66)	5.7 (13)
		PLANNERS	33.3 (17)	58.8 (30)	7.8 (4)
		LEGIS	15.4 (2)	46.2 (6)	38.5 (5)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	ADMIN	29.3 (67)	56.8 (130)	14.0 (32)
		PLANNERS	9.8 (5)	74.5 (38)	15.7 (8)
		LEGIS	15.4 (2)	46.2 (6)	38.5 (5)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	ADMIN	16.4 (37)	73.5 (166)	10.2 (23)
		PLANNERS	12.0 (6)	78.0 (39)	10.0 (5)
		LEGIS	18.2 (2)	45.5 (5)	36.4 (4)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	ADMIN	16.7 (38)	72.2 (164)	11.0 (25)
		PLANNERS	4.0 (2)	90.0 (45)	6.0 (3)
		LEGIS	8.3 (1)	41.7 (5)	50.0 (6)
I-1	Number and percentage of students who are employed in businesses, agencies and organiztions in the community.	ADMIN	17.7 (41)	62.9 (146)	19.4 (45)
		PLANNERS	12.0 (6)	74.0 (37)	14.0 (7)
		LEGIS	23.1 (3)	38.5 (5)	38.5 (5)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	ADMIN	21.6 (50)	63.2 (146)	15.2 (35)
		PLANNERS	15.7 (8)	78.4 (40)	5.9 (3)
		LEGIS	15.4 (2)	38.5 (5)	46.2 (6)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	ADMIN	30.2 (70)	56.9 (132)	12.9 (30)
		PLANNERS	14.0 (7)	78.0 (39)	8.0 (4)
		LEGIS	30.8 (4)	38.5 (5)	30.8 (4)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	ADMIN	10.3 (24)	78.5 (183)	11.2 (26)
		PLANNERS	8.0 (4)	86.0 (43)	6.0 (3)
		LEGIS	23.1 (3)	38.5 (5)	38.5 (5)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	ADMIN	37.1 (86)	53.0 (123)	9.9 (23)
		PLANNERS	20.0 (10)	72.0 (36)	8.0 (4)
		LEGIS	33.3 (4)	33.3 (4)	33.3 (4)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	ADMIN	58.6 (136)	35.8 (83)	5.6 (13)
		PLANNERS	26.0 (13)	62.0 (31)	12.0 (6)
		LEGIS	38.5 (5)	23.1 (3)	38.5 (5)
I-7	Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	ADMIN	10.5 (24)	76.8 (175)	12.7 (29)
		PLANNERS	6.0 (3)	82.0 (41)	12.0 (6)
		LEGIS	15.4 (2)	46.2 (6)	38.5 (5)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	ADMIN	12.7 (29)	76.8 (175)	10.5 (24)
		PLANNERS	6.0 (3)	84.0 (42)	10.0 (5)
		LEGIS	23.1 (3)	30.8 (4)	46.2 (6)
I-9	Value of community business properties attributable to institution-related expenditures.	ADMIN	6.6 (15)	81.5 (185)	11.9 (27)
		PLANNERS	0. (0)	92.0 (46)	8.0 (4)
		LEGIS	23.1 (3)	38.5 (5)	38.5 (5)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	ADMIN	11.4 (26)	78.2 (179)	10.5 (24)
		PLANNERS	6.0 (3)	86.0 (43)	8.0 (4)
		LEGIS	23.1 (3)	38.5 (5)	38.5 (5)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	ADMIN	7.8 (18)	72.7 (168)	19.5 (45)
		PLANNERS	4.0 (2)	84.0 (42)	12.0 (6)
		LEGIS	15.4 (2)	38.5 (5)	46.2 (6)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	ADMIN	10.4 (24)	73.9 (170)	15.7 (36)
		PLANNERS	5.9 (3)	78.4 (40)	15.7 (8)
		LEGIS	23.1 (3)	30.8 (4)	46.2 (6)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	ADMIN	37.4 (86)	52.2 (120)	10.4 (24)
		PLANNERS	16.0 (8)	66.0 (33)	18.0 (9)
		LEGIS	23.1 (3)	30.8 (4)	46.2 (6)
I-14	Geographic distribution of alumni.	ADMIN	48.9 (114)	39.9 (93)	11.2 (26)
		PLANNERS	15.7 (8)	64.7 (33)	19.6 (10)
		LEGIS	23.1 (3)	38.5 (5)	38.5 (5)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	ADMIN	18.8 (43)	61.1 (140)	20.1 (46)
		PLANNERS	6.0 (3)	80.0 (40)	14.0 (7)
		LEGIS	30.8 (4)	38.5 (5)	30.8 (4)
I-16	Number of persons from the community employed by the institution.	ADMIN	75.4 (175)	20.7 (48)	3.9 (9)
		PLANNERS	43.1 (22)	47.1 (24)	9.8 (5)
		LEGIS	46.2 (6)	30.8 (4)	23.1 (3)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	ADMIN	16.3 (37)	69.2 (157)	14.5 (33)
		PLANNERS	5.9 (3)	84.3 (43)	9.8 (5)
		LEGIS	23.1 (3)	46.2 (6)	30.8 (4)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	ADMIN	1.3 (3)	85.8 (194)	12.8 (29)
		PLANNERS	2.0 (1)	92.0 (46)	6.0 (3)
		LEGIS	15.4 (2)	46.2 (6)	38.5 (5)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	ADMIN	35.7 (82)	52.2 (120)	12.2 (28)
		PLANNERS	24.0 (12)	68.0 (34)	8.0 (4)
		LEGIS	23.1 (3)	46.2 (6)	30.8 (4)
J-4	Number of papers presented at professional meeting per student, former student, and/or faculty/staff member within a certain time period.	ADMIN	23.6 (54)	59.0 (135)	17.5 (40)
		PLANNERS	16.0 (8)	72.0 (36)	12.0 (6)
		LEGIS	23.1 (3)	38.5 (5)	38.5 (5)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	ADMIN	14.8 (34)	66.8 (153)	18.3 (42)
		PLANNERS	10.0 (5)	76.0 (38)	14.0 (7)
		LEGIS	30.8 (4)	30.8 (4)	38.5 (5)
J-6	Average amount of faculty time spent in selected research and art producing activities.	ADMIN	20.6 (47)	64.9 (148)	14.5 (33)
		PLANNERS	17.6 (9)	64.7 (33)	17.6 (9)
		LEGIS	15.4 (2)	38.5 (5)	46.2 (6)

	OUTCOME MEASURE		HAVE ACCESS (%) (n)	DON'T HAVE ACCESS (%) (n)	NOT SURE (%) (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	ADMIN	55.4 (128)	36.8 (85)	7.8 (18)
		PLANNERS	30.0 (15)	62.0 (31)	8.0 (4)
		LEGIS	30.8 (4)	30.8 (4)	38.5 (5)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	ADMIN	68.5 (159)	27.2 (63)	4.3 (10)
		PLANNERS	48.0 (24)	40.0 (20)	12.0 (6)
		LEGIS	50.0 (6)	25.0 (3)	25.0 (3)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	ADMIN	33.2 (76)	51.5 (118)	15.3 (35)
		PLANNERS	19.6 (10)	70.6 (36)	9.8 (5)
		LEGIS	7.7 (1)	53.8 (7)	38.5 (5)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	ADMIN	14.1 (32)	72.2 (164)	13.7 (31)
		PLANNERS	6.0 (3)	80.0 (40)	14.0 (7)
		LEGIS	15.4 (2)	61.5 (8)	23.1 (3)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	ADMIN	40.7 (94)	44.6 (103)	14.7 (34)
		PLANNERS	20.0 (10)	72.0 (36)	8.0 (4)
		LEGIS	38.5 (5)	38.5 (5)	23.1 (3)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	ADMIN	11.4 (26)	75.5 (173)	13.1 (30)
		PLANNERS	8.0 (4)	84.0 (42)	8.0 (4)
		LEGIS	23.1 (3)	61.5 (8)	15.4 (2)
J-13	Number and percentage of graduates engaged in research activities.	ADMIN	9.6 (22)	75.4 (172)	14.9 (34)
		PLANNERS	3.9 (2)	90.2 (46)	5.9 (3)
		LEGIS	30.8 (4)	38.5 (5)	30.8 (4)
J-14	Number and percentage of faculty /staff and students invited to participate in professional meetings and conferences.	ADMIN	25.8 (59)	57.2 (131)	17.0 (39)
		PLANNERS	14.0 (7)	82.0 (41)	4.0 (2)
		LEGIS	15.4 (2)	53.8 (7)	30.8 (4)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	ADMIN	10.2 (23)	74.3 (168)	15.5 (35)
		PLANNERS	2.0 (1)	88.0 (44)	10.0 (5)
		LEGIS	8.3 (1)	58.3 (7)	33.3 (4)

TABLE C.7

The Percentage and Number of
Responses to the "Needs" Question, by
Sector of State-Level Planner*

*Two sectors of state-level planners were surveyed: (1) state directors of higher education boards or coordinating councils [this group was identified from the December 15, 1973 listing of State Higher Education Executive Officers--SHEEO], and (2) state directors of community/junior college boards, coordinating councils, or comparable agencies [this group was identified from a November 15, 1973 listing furnished by the American Association of Community/Junior Colleges--AAC/JC].

It should be noted in reviewing this table that if a respondent did not record a choice for any measure in the questionnaire, the no response was not considered in calculating the distribution of responses across the question categories in the table.

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
A-1	Student scores on tests that indicate development in their breadth of knowledge about facts and principles across several broad fields of study (e.g., the humanities, the physical sciences, etc.).	SHEEO	45.2 (14)	35.5 (11)	19.4 (6)
		AAC/JC	10.5 (2)	73.7 (14)	15.8 (3)
A-2	Student scores on tests that indicate development in their depth of knowledge concerning facts and principles in the particular fields in which a student elects to study.	SHEEO	53.3 (16)	23.3 (7)	23.3 (7)
		AAC/JC	31.6 (6)	57.9 (11)	10.5 (2)
A-3	Number of students passing certification or licensing exams (e.g., bar exam, CPA, LPN) on the first attempt as a percentage of all students taking the exam.	SHEEO	62.5 (20)	37.5 (12)	0.0 (0)
		AAC/JC	57.9 (11)	42.1 (8)	0.0 (0)
A-4	Student scores on tests that indicate their ability to apply general or specialized knowledge to a problem and to implement a solution.	SHEEO	32.3 (10)	41.9 (13)	25.8 (8)
		AAC/JC	26.3 (5)	52.6 (10)	21.1 (4)
A-5	Student scores on tests that indicate thier ability to analyze problems (e.g., the recognition of biased points in an article or speech)	SHEEO	25.8 (8)	48.4 (15)	25.8 (8)
		AAC/JC	15.8 (3)	63.2 (12)	21.1 (4)
A-6	Number of patents awarded and copyrights obtained by students and/or former students within a certain time period.	SHEEO	16.1 (5)	35.5 (11)	48.4 (15)
		AAC/JC	0.0 (0)	57.9 (11)	42.1 (8)
A-7	Student scores on tests that indicate their ability to read, write, speak, and/or listen.	SHEEO	46.9 (15)	40.6 (13)	12.5 (4)
		AAC/JC	36.8 (7)	57.9 (11)	5.3 (1)
A-8	Number and percentage of students surveyed who have participated in activities that enhance their communication skills (e.g., debate, encounter groups, etc.).	SHEEO	3.1 (1)	37.5 (12)	59.4 (19)
		AAC/JC	10.5 (2)	31.6 (6)	57.9 (11)
A-9	Student scores on tests that indicate their ability to perform tasks requiring physical dexterity and skill.	SHEEO	0.0 (0)	21.9 (7)	78.1 (25)
		AAC/JC	21.1 (4)	36.8 (7)	42.1 (8)
A-10	Number and percentage of students surveyed who have participated in activities that enhance thier athletic skills (e.g., intramural and varsity sports).	SHEEO	0.0 (0)	25.0 (8)	75.0 (24)
		AAC/JC	0.0 (0)	42.1 (8)	57.9 (11)
B-1	Number and percentage of students surveyed identifying a certain degree, diploma, or certificate as the highest degree planned.	SHEEO	78.1 (25)	18.7 (6)	3.1 (1)
		AAC/JC	68.4 (13)	21.1 (4)	10.5 (2)
B-2	Number and percentage of students surveyed who have changed majors (lower divison, upper division, and/or graduate) within a certain time period	SHEEO	43.7 (14)	43.7 (14)	12.5 (4)
		AAC/JC	52.6 (10)	42.1 (8)	5.3 (1)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
B-3	Number and percentage of students surveyed who are taking noncredit, independent study, or special courses.	SHEEO	62.5 (20)	34.4 (11)	3.1 (1)
		AAC/JC	68.4 (13)	21.1 (4)	10.5 (2)
B-4	Number of awards and citations received per student and/or former student for their academic performance.	SHEEO	15.6 (5)	43.7 (14)	40.6 (13)
		AAC/JC	5.3 (1)	68.4 (13)	26.3 (5)
B-5	Number of students receiving a degree, diploma, and certificate within a certain time period.	SHEEO	90.6 (29)	9.4 (3)	0.0 (0)
		AAC/JC	78.9 (15)	15.8 (3)	5.3 (1)
B-6	Average amount of time it takes a student to earn a degree, diploma, or certificate.	SHEEO	68.7 (22)	31.2 (10)	0.0 (0)
		AAC/JC	63.2 (12)	31.6 (6)	5.3 (1)
B-7	Number of students graduating from the institution after a certain period of time as a percentage of their entering class.	SHEEO	67.7 (21)	32.3 (10)	0.0 (0)
		AAC/JC	89.5 (17)	10.5 (2)	0.0 (0)
B-8	Number and percentage of graduates for the year who transferred from another school.	SHEEO	59.4 (19)	34.4 (11)	6.3 (2)
		AAC/JC	68.4 (13)	21.1 (4)	10.5 (2)
B-9	Number and percentage of students leaving the institution prior to receiving a degree, diploma or certificate during a particular academic term or year.	SHEEO	71.9 (23)	28.1 (9)	0.0 (0)
		AAC/JC	73.7 (14)	26.3 (5)	0.0 (0)
B-10	Number of graduates accepted for study in another educational program that will result in a degree, diploma or certificate as a percentage of those applying.	SHEEO	45.2 (14)	48.4 (15)	6.5 (2)
		AAC/JC	68.4 (13)	26.3 (5)	5.3 (1)
B-11	Number of graduates working toward or receiving another educational degree, diploma, or certificate after a certain time period following graduation as a percentage of their graduating class.	SHEEO	51.6 (16)	41.9 (13)	6.5 (2)
		AAC/JC	63.2 (12)	36.8 (7)	0.0 (0)
B-12	Student and/or former student scores on a scale measuring their perceptions of their educational achievement.	SHEEO	41.9 (13)	32.3 (10)	25.8 (8)
		AAC/JC	42.1 (8)	47.4 (9)	10.5 (2)
B-13	Student scores on a scale measuring their perceptions about the amount of learning that took place in certain activities sponsored by the institution outside of formal instruciton.	SHEEO	19.4 (6)	48.4 (15)	32.3 (10)
		AAC/JC	36.8 (7)	47.4 (9)	15.8 (3)
B-14	Student scores on a scale measuring their interest in continued self-initiated study and inquiry.	SHEEO	21.9 (7)	43.7 (14)	34.4 (11)
		AAC/JC	31.6 (6)	42.1 (8)	26.3 (5)
C-1	Number and percentage of former students surveyed who indicate that they would send their children to the same school.	SHEEO	12.5 (4)	40.6 (13)	46.9 (15)
		AAC/JC	21.1 (4)	42.1 (8)	36.8 (7)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
C-2	Average amount of alumni gifts within a certain time period after graduation.	SHEEO	3.1 (1)	40.6 (13)	56.2 (18)
		AAC/JC	10.5 (2)	36.8 (7)	52.6 (10)
C-3	Student and/or former student scores on a scale measuring their degree of satisfaction with their overall educational experience.	SHEEO	37.5 (12)	46.9 (15)	15.6 (5)
		AAC/JC	57.9 (11)	31.6 (6)	10.5 (2)
C-4	Student scores on a scale measuring their degree of satisfaction with their knowledge and skills development (e.g., changes in their breadth and depth of knowledge, changes in their communication skills).	SHEEO	28.1 (9)	53.1 (17)	18.7 (6)
		AAC/JC	47.4 (9)	36.8 (7)	15.8 (3)
C-5	Student scores on a scale measuring their degree of satisfaction with their personal development (e.g., changes in their ability to cope with new situations, changes in their self-concept).	SHEEO	15.6 (5)	50.0 (16)	34.4 (11)
		AAC/JC	26.3 (5)	57.9 (11)	15.8 (3)
C-6	Student scores on a scale measuring their degree of satisfaction with their social and cultural development (e.g., changes in their ability to get along with others, changes in their appreciation of cultural activities and artifacts).	SHEEO	12.5 (4)	56.2 (18)	31.2 (10)
		AAC/JC	15.8 (3)	68.4 (13)	15.8 (3)
C-7	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their educational career goals.	SHEEO	37.5 (12)	46.9 (15)	15.6 (5)
		AAC/JC	52.6 (10)	36.8 (7)	10.5 (2)
C-8	Student scores on a scale measuring their degree of satisfaction with their progress in achieving their occupational career goals.	SHEEO	46.9 (15)	40.6 (13)	12.5 (4)
		AAC/JC	57.9 (11)	42.1 (8)	0.0 (0)
D-1	Number and percentage of former students (graduates and nongraduates) surveyed who were employed within a certain time period after leaving the institution.	SHEEO	62.5 (20)	34.4 (11)	3.1 (1)
		AAC/JC	78.9 (15)	21.1 (4)	0.0 (0)
D-2	Number and percentage of former students (graduates and nongraduates) surveyed who received the job of their first choice.	SHEEO	37.5 (12)	43.7 (14)	18.7 (6)
		AAC/JC	63.2 (12)	36.8 (7)	0.0 (0)
D-3	Average first salary of former students.	SHEEO	34.4 (11)	50.0 (16)	15.6 (5)
		AAC/JC	68.4 (13)	31.6 (6)	0.0 (0)
D-4	Distribuiton of former students (graduates and nongraduates) across income categories within a certain time period after leaving the institution.	SHEEO	43.7 (14)	37.5 (12)	18.7 (6)
		AAC/JC	57.9 (11)	36.8 (7)	5.3 (1)
D-5	Former students (graduates and nongraduates) scores on a scale measuring their degree of satisfaction with their job performance.	SHEEO	15.6 (5)	56.2 (18)	28.1 (9)
		AAC/JC	31.6 (6)	57.9 (11)	10.5 (2)
D-6	Number of professional occupation awards and citations received per former student surveyed.	SHEEO	12.5 (4)	34.4 (11)	53.1 (17)
		AAC/JC	5.3 (1)	63.2 (12)	31.6 (6)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
D-7	Number and percentage of former students surveyed who are in management positions within a certain time period after leaving the institution.	SHEEO	12.5 (4)	53.1 (17)	34.4 (11)
		AAC/JC	22.2 (4)	72.2 (13)	5.6 (1)
D-8	Number of voluntary/involuntary changes in employment within a given time period per former student surveyed.	SHEEO	6.3 (2)	43.7 (14)	50.0 (16)
		AAC/JC	36.8 (7)	52.6 (10)	10.5 (2)
D-9	Number of voluntary/involuntary changes in career field within a given time period per former student surveyed.	SHEEO	21.9 (7)	46.9 (15)	31.2 (10)
		AAC/JC	47.4 (9)	42.1 (8)	10.5 (2)
D-10	Average first salary expectations of students.	SHEEO	12.5 (4)	65.6 (21)	21.9 (7)
		AAC/JC	26.3 (5)	68.4 (13)	5.3 (1)
D-11	Number and percentage of students surveyed who are aspiring to a particular type of occupational career.	SHEEO	65.6 (21)	28.1 (9)	6.3 (2)
		AAC/JC	73.7 (14)	26.3 (5)	0.0 (0)
D-12	Number and percentage of students and/or former students surveyed who are seeking certain levels of employment.	SHEEO	28.1 (9)	43.7 (14)	28.1 (9)
		AAC/JC	52.6 (10)	47.4 (9)	0.0 (0)
D-13	Number and percentage of former students (graduates and nongraduates) surveyed accepting employment in their major field of study.	SHEEO	68.7 (22)	31.2 (10)	0.0 (0)
		AAC/JC	78.9 (15)	21.1 (4)	0.0 (0)
E-1	Number of students and/or former students reporting certain mental and physical illnesses as a percentage of all the students and/or former students surveyed.	SHEEO	9.4 (3)	25.0 (8)	65.6 (21)
		AAC/JC	10.5 (2)	42.1 (8)	47.4 (9)
E-2	Number and percentage of students surveyed who have participated in special mental health counseling programs within a certain period of time.	SHEEO	9.4 (3)	25.0 (8)	65.6 (21)
		AAC/JC	5.3 (1)	52.6 (10)	42.1 (8)
E-3	Number and percentage of students and/or former students surveyed who belong to or hold office in religious organizations.	SHEEO	3.1 (1)	9.4 (3)	87.5 (28)
		AAC/JC	0.0 (0)	0.0 (0)	100.0 (19)
E-4	Student and/or former student scores on a scale measuring their religious and spiritual attitudes and beliefs.	SHEEO	3.1 (1)	12.5 (4)	84.4 (27)
		AAC/JC	0.0 (0)	5.3 (1)	94.7 (18)
E-5	Number and percentage of students and/or former students surveyed who regularly attend religious services.	SHEEO	3.1 (1)	12.5 (4)	84.4 (27)
		AAC/JC	0.0 (0)	0.0 (0)	100.0 (19)
E-6	Student and/or former student scores on a scale measuring their attitudes and beliefs toward new or different ideas and things.	SHEEO	15.6 (5)	28.1 (9)	56.2 (18)
		AAC/JC	10.5 (2)	36.8 (7)	52.6 (10)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
E-7	Student and/or former student scores on a scale measuring their perceptions about thier self-image.	SHEEO	12.5 (4)	28.1 (9)	59.4 (19)
		AAC/JC	15.8 (3)	47.4 (9)	36.8 (7)
F-1	Number and percentage of students and/or former students surveyed who hold membership in social, charitable, political, or civic organizations.	SHEEO	3.1 (1)	34.4 (11)	62.5 (20)
		AAC/JC	0.0 (0)	47.4 (9)	52.6 (10)
F-2	Number of awards and citations earned per student and/or former student for social contributions.	SHEEO	9.4 (3)	21.9 (7)	68.7 (22)
		AAC/JC	0.0 (0)	36.8 (7)	63.2 (12)
F-3	Student and/or former student scores on a scale measuring their perceptions about their ability to live and interact with other people.	SHEEO	9.4 (3)	43.7 (14)	46.9 (15)
		AAC/JC	15.8 (3)	57.9 (11)	26.3 (5)
F-4	Number and percentage of students and/or former students surveyed who have been candidates for positions in local, state, and federal government.	SHEEO	6.3 (2)	40.6 (13)	53.1 (17)
		AAC/JC	5.3 (1)	63.2 (12)	31.6 (6)
F-5	Number and percentage of students and/or former students surveyed who hold office in social, charitable, political, or civic organizations.	SHEEO	3.1 (1)	34.4 (11)	62.5 (20)
		AAC/JC	5.3 (1)	52.6 (10)	42.1 (8)
F-6	Number and percentage of students and/or former students surveyed who have participated in special social development programs (e.g., the Peace Corps, and VISTA).	SHEEO	3.1 (1)	37.5 (12)	59.4 (19)
		AAC/JC	5.6 (1)	33.3 (6)	61.1 (11)
F-7	Number and percentage of students and/or former students surveyed who have changed their political party affiliation within a certain period of time.	SHEEO	0.0 (0)	25.0 (8)	75.0 (24)
		AAC/JC	0.0 (0)	0.0 (0)	100.0 (19)
F-8	Amount of monetary contributions per student and/or former student made to political, charitable, and social organizations or special interest groups within a certain time period relative to income category.	SHEEO	0.0 (0)	18.7 (6)	81.2 (26)
		AAC/JC	0.0 (0)	10.5 (2)	89.5 (17)
F-9	Average amount of time devoted to political, charitable, and social organizations or special interest groups within a certain time period per student and/or former student.	SHEEO	0.0 (0)	25.0 (8)	75.0 (24)
		AAC/JC	0.0 (0)	21.1 (4)	78.9 (15)
F-10	Student and/or former student scores on a scale measuring their political attitudes and beliefs.	SHEEO	6.3 (2)	25.0 (8)	68.7 (22)
		AAC/JC	0.0 (0)	15.8 (3)	84.2 (16)
F-11	Number and percentage of students and/or former students surveyed who have used mechanisms of the political process (e.g., voted in elections, circulated petitions, attended hearings, written letters to their congressman).	SHEEO	0.0 (0)	34.4 (11)	65.6 (21)
		AAC/JC	0.0 (0)	36.8 (7)	63.2 (12)
F-12	Student and/or former student scores on a scale measuring their racial and ethnic attitudes and beliefs.	SHEEO	3.1 (1)	46.9 (15)	50.0 (16)
		AAC/JC	15.8 (3)	36.8 (7)	47.4 (9)

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	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
F-13	Student and/or former student scores on a scale measuring their ethical and moral attitudes and beliefs and their concern for human welfare.	SHEEO	3.1 (1)	50.0 (16)	46.9 (15)
		AAC/JC	15.8 (3)	36.8 (7)	47.4 (9)
F-14	Student and/or former student scores on a scale measuring their current and desired social and economic level.	SHEEO	9.4 (3)	50.0 (16)	40.6 (13)
		AAC/JC	26.3 (5)	47.4 (9)	26.3 (5)
F-15	Student and/or former student scores on a scale measuring their interest in and acquaintance with the arts, great books, and other cultural artifacts and activities.	SHEEO	9.4 (3)	56.2 (18)	34.4 (11)
		AAC/JC	0.0 (0)	57.9 (11)	42.1 (8)
F-16	Number of students and/or former students having a personal library of well-known literary works or pieces of art as a percentage of all students and/or former students surveyed.	SHEEO	3.1 (1)	18.7 (6)	78.1 (25)
		AAC/JC	0.0 (0)	15.8 (3)	84.2 (16)
G-1	Number of nonmatriculating participants enrolled in instructional programs as a percentage of the total number of persons in those programs.	SHEEO	68.7 (22)	28.1 (9)	3.1 (1)
		AAC/JC	68.4 (13)	31.6 (6)	0.0 (0)
G-2	Nonmatriculating participant scores on a scale measuring their degree of satisfaction with their educational experience.	SHEEO	31.2 (10)	50.0 (16)	18.7 (6)
		AAC/JC	47.4 (9)	42.1 (8)	10.5 (2)
G-3	Number and percentage of nonmatriculating participants surveyed who received a promotion and/or salary increase as a result of job-related educational experiences.	SHEEO	34.4 (11)	40.6 (13)	25.0 (8)
		AAC/JC	63.2 (12)	31.6 (6)	5.3 (1)
G-4	Scores of nonmatriculating participants, who are working or have returned to their job, on a scale measuring their satisfaction with their job performance as a result of job-related educational experiences.	SHEEO	25.0 (8)	37.5 (12)	37.5 (12)
		AAC/JC	63.2 (12)	31.6 (6)	5.3 (1)
G-5	Average amount of time per faculty/staff member spent in selected educational activities for their personal educational growth and development while at the institution.	SHEEO	28.1 (9)	56.2 (18)	15.6 (5)
		AAC/JC	57.9 (11)	31.6 (6)	10.5 (2)
G-6	Faculty/staff scores on a scale measuring their perceptions of their educational growth and development as a result of their experiences while at the institution.	SHEEO	9.4 (3)	62.5 (20)	28.1 (9)
		AAC/JC	36.8 (7)	52.6 (10)	10.5 (2)
H-1	Average amount of time faculty/staff and students spent in selected community service activities (e.g., giving professional service and advice outside the institution) within a certain time period.	SHEEO	37.5 (12)	59.4 (19)	3.1 (1)
		AAC/JC	42.1 (8)	42.1 (8)	15.8 (3)
H-2	Estimated replacement value of specific community services received by individuals or organizations that receive the services.	SHEEO	18.7 (6)	56.2 (18)	25.0 (8)
		AAC/JC	27.3 (5)	66.7 (12)	5.6 (1)
H-3	Ratio of total income for community services to total budget for community services.	SHEEO	28.1 (9)	46.9 (15)	25.0 (8)
		AAC/JC	38.9 (7)	61.1 (11)	0.0 (0)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
H-4	Number of faculty/staff on leave from the institution to local, state, and national governments in a policy, management or technical role.	SHEEO	37.5 (12)	53.1 (17)	9.4 (3)
		AAC/JC	31.6 (6)	26.3 (5)	42.1 (8)
H-5	Number of individuals not associated with the institution who were served by a particular support program (e.g., the computer center, the library, the health services staff, etc.) as a percentage of the total number of individuals served within a certain time period.	SHEEO	28.1 (9)	62.5 (20)	9.4 (3)
		AAC/JC	52.6 (10)	42.1 (8)	5.3 (1)
H-6	Estimated monetary value of specific community services (e.g., health services, computer services, etc.) offered relative to other comparable services offered elsewhere.	SHEEO	28.1 (9)	59.4 (19)	12.5 (4)
		AAC/JC	38.9 (7)	50.0 (9)	11.1 (2)
H-7	Number and percentage of persons attending selected extramural, cultural, and recreational events who are not students or members of the institution's faculty/staff.	SHEEO	21.9 (7)	40.6 (13)	37.5 (12)
		AAC/JC	21.1 (4)	52.6 (10)	26.3 (5)
I-1	Number and percentage of students who are employed in businesses, agencies and organiztions in the community.	SHEEO	25.0 (8)	59.4 (19)	15.6 (5)
		AAC/JC	47.4 (9)	52.6 (10)	0.0 (0)
I-2	Number and percentage of graduates of a particular graduating class who are employed in-state versus out-of-state.	SHEEO	62.5 (20)	31.2 (10)	6.3 (2)
		AAC/JC	68.4 (13)	26.3 (5)	5.3 (1)
I-3	Total dollar amount of goods and services purchased by the institution from a particular sector of the community within a certain time period.	SHEEO	15.6 (5)	53.1 (17)	31.2 (10)
		AAC/JC	21.1 (4)	47.4 (9)	31.6 (6)
I-4	Faculty/staff and student expenditures in the community within a certain time period.	SHEEO	12.5 (4)	62.5 (20)	25.0 (8)
		AAC/JC	10.5 (2)	68.4 (13)	21.1 (4)
I-5	Estimated dollar amount of the institution's payroll as a percentage of the estimated total community payroll.	SHEEO	21.9 (7)	53.1 (17)	25.0 (8)
		AAC/JC	26.3 (5)	63.2 (12)	10.5 (2)
I-6	Amount of land removed from the community tax base as a result of the existence of the institution.	SHEEO	15.6 (5)	62.5 (20)	21.9 (7)
		AAC/JC	21.1 (4)	52.6 (10)	26.3 (5)
I-7	Employers scores on a scale measuring their degree of satisfaction with the performance of students and/or former students on the job.	SHEEO	37.5 (12)	50.0 (16)	12.5 (4)
		AAC/JC	47.4 (9)	47.4 (9)	5.3 (1)
I-8	Amount of private housing owned or rented by students and/or faculty/staff as a percentage of the total housing available in the community.	SHEEO	12.5 (4)	53.1 (17)	34.4 (11)
		AAC/JC	15.8 (3)	47.4 (9)	36.8 (7)
I-9	Value of community business properties attributable to institution-related expenditures.	SHEEO	12.9 (4)	48.4 (15)	38.7 (12)
		AAC/JC	10.5 (2)	63.2 (12)	26.3 (5)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
I-10	Amount and percentage of the local credit base due to institution-related deposits in community banks.	SHEEO	9.4 (3)	40.6 (13)	50.0 (16)
		AAC/JC	0.0 (0)	57.9 (11)	42.1 (8)
I-11	Extent to which the presence of the institution influences businesses locating in the community.	SHEEO	25.0 (8)	56.2 (18)	18.7 (6)
		AAC/JC	47.4 (9)	52.6 (10)	0.0 (0)
I-12	Amount and percentage of federal revenue sharing allocation attributable to the institution's presence in the community.	SHEEO	12.5 (4)	68.7 (22)	18.7 (6)
		AAC/JC	42.1 (8)	57.9 (11)	0.0 (0)
I-13	Institution-related contributions as a percentage of total community fund raising (e.g., United Fund program).	SHEEO	6.3 (2)	46.9 (15)	46.9 (15)
		AAC/JC	10.5 (2)	57.9 (11)	31.6 (6)
I-14	Geographic distribution of alumni.	SHEEO	40.6 (13)	43.7 (14)	15.6 (5)
		AAC/JC	42.1 (8)	52.6 (10)	5.3 (1)
I-15	Community attitudes toward the institution (e.g., attitudes toward the institution's contribution to community social/cultural activities and the institution's impact on the amount of crime in the community).	SHEEO	37.5 (12)	50.0 (16)	12.5 (4)
		AAC/JC	63.2 (12)	31.6 (6)	5.3 (1)
I-16	Number of persons from the community employed by the institution.	SHEEO	25.0 (8)	56.2 (18)	18.7 (6)
		AAC/JC	42.1 (8)	42.1 (8)	15.8 (3)
J-1	Distribution of publications by type of publication (e.g., books, monographs, etc.) per student, former student, and/or faculty member within a certain time period.	SHEEO	18.7 (6)	34.4 (11)	46.9 (15)
		AAC/JC	10.5 (2)	42.1 (8)	47.4 (9)
J-2	Number of times a given publication is cited in bibliographies of other authors within a certain time period.	SHEEO	6.3 (2)	21.9 (7)	71.9 (23)
		AAC/JC	0.0 (0)	36.8 (7)	63.2 (12)
J-3	Number of articles published per faculty/staff member in prestigious journals within a certain time period.	SHEEO	21.9 (7)	43.7 (14)	34.4 (11)
		AAC/JC	15.8 (3)	26.3 (5)	57.9 (11)
J-4	Number of papers presented at professional meeting per student, former student, and/or faculty/staff member within a certain time period.	SHEEO	12.5 (4)	50.0 (16)	37.5 (12)
		AAC/JC	15.8 (3)	31.6 (6)	52.6 (10)
J-5	Number of awards and citations received by students, former students, and/or faculty members for their research and art products within a certain time period.	SHEEO	15.6 (5)	40.6 (13)	43.7 (14)
		AAC/JC	15.8 (3)	42.1 (8)	42.1 (8)
J-6	Average amount of faculty time spent in selected research and art producing activities.	SHEEO	53.1 (17)	46.9 (15)	0.0 (0)
		AAC/JC	26.3 (5)	42.1 (8)	31.6 (6)

	OUTCOME MEASURE		NEED (%) (n)	WOULD LIKE (%) (n)	DON'T NEED (%) (n)
J-7	Number of proposals funded for certain purposes (e.g., research versus training) by level of funding as a percentage of all proposals submitted.	SHEEO	46.9 (15)	40.6 (13)	12.5 (4)
		AAC/JC	31.6 (6)	36.8 (7)	31.6 (6)
J-8	Total dollar amount of gifts and/or grants received for certain purposes (e.g., research versus training) as a percentage of total budget within a certain time period.	SHEEO	56.2 (18)	31.2 (10)	12.5 (4)
		AAC/JC	42.1 (8)	36.8 (7)	21.1 (4)
J-9	Number and percentage of faculty/staff surveyed who have created films, taped lectures, etc. within a certain time period.	SHEEO	15.6 (5)	46.9 (15)	37.5 (12)
		AAC/JC	15.8 (3)	52.6 (10)	31.6 (6)
J-10	Number of patents and/or copyrights received per student, former student, and/or faculty member within a certain time period.	SHEEO	12.5 (4)	50.0 (16)	37.5 (12)
		AAC/JC	10.5 (2)	47.4 (9)	42.1 (8)
J-11	Number of books or monographs written by faculty/staff that are published commercially within a certain time period.	SHEEO	25.0 (8)	43.7 (14)	31.2 (10)
		AAC/JC	10.5 (2)	36.8 (7)	52.6 (10)
J-12	Judgements of peer groups and/or potential beneficiary groups regarding the worth/impact of research project results.	SHEEO	21.9 (7)	59.4 (19)	18.7 (6)
		AAC/JC	15.8 (3)	47.4 (9)	36.8 (7)
J-13	Number and percentage of graduates engaged in research activities.	SHEEO	15.6 (5)	59.4 (19)	25.0 (8)
		AAC/JC	15.8 (3)	31.6 (6)	52.6 (10)
J-14	Number and percentage of faculty /staff and students invited to participate in professional meetings and conferences.	SHEEO	6.3 (2)	25.0 (8)	68.7 (22)
		AAC/JC	15.8 (3)	36.8 (7)	47.4 (9)
J-15	Number and percentage of graduates who have produced or exhibited certain art forms (e.g., paintings, sculptures, plays, etc.).	SHEEO	6.3 (2)	46.9 (15)	46.9 (15)
		AAC/JC	0.0 (0)	36.8 (7)	63.2 (12)

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